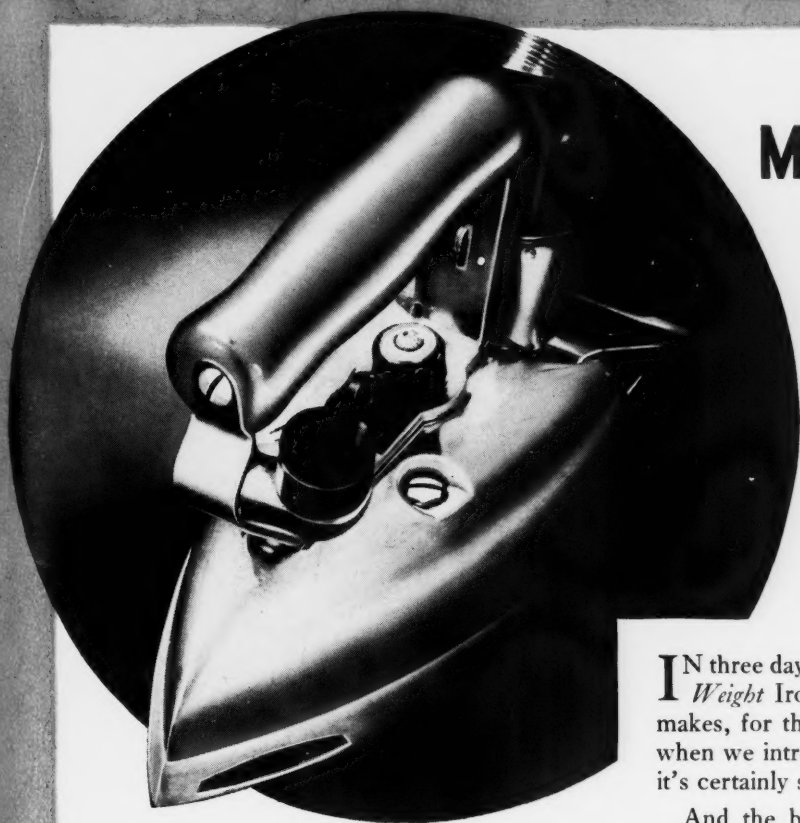


Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

OCTOBER, 1932

25 Cents per Copy



**MACY'S ARE MAKING
A CLEAN-UP**
with this new iron!

**THE 3 LB. HOTPOINT FEATHER WEIGHT
ONLY \$5.95**

FULL-SIZE—as big as a 6-lb. iron but only half the weight—3 lbs.!

AUTOMATIC—and adjustable to a dozen different heats.

AND PRICED—two dollars less than any similar iron—only \$5.95!

IN three days, Macy's, New York, sold more Hotpoint Feather Weight Irons than their total sales of lightweight irons, all makes, for the past six months. Proving how right we were when we introduced this new iron. We said it would sell. And it's certainly selling!

And the best is yet to come. The October 8th Saturday Evening Post, October Good Housekeeping and Better Homes and Gardens carry potent full-page advertising of this new iron. That's going to start something! If you haven't already ordered from your distributor—better do so *now*. And tell him to get some of these irons to you in a hurry!

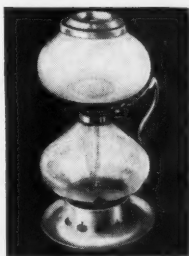
SPECIAL OFFER for your own use—Send \$2.95 for a sample of this new iron, and give us the name of your distributor.

• • •

The G-E Circle—a program of special interest to women—is on the air every week-day (except Saturday) 5:45 P.M. Eastern Standard Time.

OPPORTUNITY No. 2

The new "Granville" Coffee Maker—which makes perfect coffee every time—is your chance to get ready cash from discontented coffee drinkers! Six-cup size—and it retails for only \$7.95.



GENERAL  ELECTRIC

Hotpoint

THE GENERAL ELECTRIC CO., MERCHANDISE DEPT., SECTION E-3610,
BRIDGEPORT, CONN.

ideal!

up to an

Built

STANFORD

DUOKRON

NOT DOWN TO A PRICE

The **NON-STOP** electric clock that goes on when the current goes off!

A Money-maker For YOU
... because it's what **YOUR** customers want!

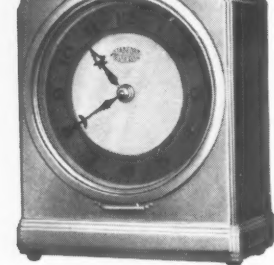
Your customers want non-stop electric clocks. But, being economy-minded these days, they won't pay a fancy price!

They don't have to! For DUOKRON brings to your customers non-stop electric timekeeping at a price that they are able to pay—\$4.95.

DUOKRON is the electric clock behind which you can put every ounce of your store's pent-up sales enthusiasm! For, here is a NON-STOP electric clock that goes on when the current goes off... and will run under its own "secondary power" for nearly an hour... long enough for more than 99 $\frac{9}{10}$ % of all current interruptions.

For you it is a fast-moving, low-inventory line that means consistent good profits! Write today for illustrated catalog of the complete DUOKRON line!

*Trademark reg. U. S. Pat. Off.



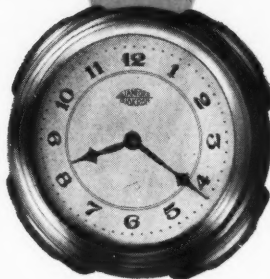
DUOKRON Model No. 535. Keeps right on running in spite of current interruptions. Cast metal case in green, blue, ivory or red. Silver etched dial, high grade hands. Highest accuracy and quality with non-stop dual mechanism.

STANFORD PRODUCTS

DAVID S. SPECTOR, President

1663 Mission Street, San Francisco
600 West Jackson Blvd., Chicago
130 West 42nd St., New York City

205



DUOKRON Model No. 545. Any kitchen would be proud to be timed by this non-stop clock. Artistic moulded case—green, blue, yellow or ivory. Silver etched dial. The outstanding value in wall clocks.

Letters

"Still the Largest Market"

To the Editor:

I like your title page editorial in the September issue and hope that everybody in the electrical business reads it.

It is one of the incomprehensible things within the scope of my recollection that the industry can fail to recognize the great possibilities of the electric range. Of course, we can discount the combination utilities, which we know now we will have to do, and still have the largest market for anything that has ever been presented to the industry.

I certainly admire very much the manner in which you have presented this subject and hope that it will bring some beneficial results.

CHARLES A. PIERSON,
President,
The Standard Electric Stove Co.
Toledo, Ohio.

Backbone of the Domestic Load

To the Editor:

I read with much interest the letter from Frank B. Rae, Jr., on page 1 of September *Electrical Merchandising*. I am in whole-hearted accord with what Mr. Rae says and believe that considerable should be done about wiring.

I also have another thought and somewhere, somehow, I hope that someone will do something about this. It seems to me that small appliances have been neglected by all branches of the industry and if we expect to continue to have increases in domestic load, a complete electrification of the home is necessary. Most efforts are now being put only on so-called "load builders," such as ranges, refrigerators and water heaters. I believe the backbone of the domestic load is the promotion and sale of the small appliances, as well as the major appliances.

Somehow I wish someone would start to convey to executives of utilities, merchandising men in department stores, contractors and dealers that there is a large field, both from the standpoint of replacement on account of appliances wearing out and a tremendous market yet to be sold.

W. G. KEAY,
Assistant to Vice-President,
New England Gas and Electric Ass'n,
Cambridge, Mass.

Electrical Merchandising

VOL. 48

No. 4

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AS BUSINESS Kaidette is announced ready profit to the Electrical



A SMALL MIXER - BEATER ACHIEVEMENT. . . . by the Pioneer of Food Preparing Machines for the Home A "Baby KitchenAid" with grown-up accomplishments

"WHIPPIN-BEATERS"

For all lighter mixtures. The correlative action of these little wire whips produces furious agitation with minimum of splashing, and ensures speedy results.



FLAT BEATERS

The flat beaters, like the "whippinbeaters," are chromium plated, of standard KitchenAid design, of long proved efficiency in mixing, beating, mashing.



JUICER

Fits conveniently on top; may be used when beaters are in operation if desired. Ornamental, durable, efficient. Juice flows into large bowl or other receptacle.



Working Unit finished in lustrous apple green color. One 2½-qt. and one 1-qt. bowl of heavy Vollrath enamel, deep ivory outside, sanitary white inside. Kaidette is beautifully designed, rugged, dependable, efficient. Simplicity of beaters and whips makes them so easy to clean.

OCTOBER, 1932

Electrical Merchandising

Established 1916
MCGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,
Editor

PRICES

THE recent Boston Conference on Retail Distribution snapped to attention when O. W. Knauth, Executive Vice President, R. H. Macy & Co., began to talk about prices.

Macy's, number one retail store of the country, has put to the test some venerable theories on pricing and found them wrong. One of the fallacies disproved is that the public is impressed with prices just under \$1 or \$10 or \$100. People are really not so dumb. They are perfectly aware that 99 cents is only one cent less than a dollar, and they also recognize that \$110 is but 10 per cent more than \$100. In some cases, Macy's found, sales were unaffected by changes of price, even 10 per cent above the dollar, ten dollar or hundred dollar unit. In higher priced units this condition was even more marked. On Sarouk rugs, for instance, there was no increase in demand when the price was reduced from \$219 to \$189. "In fact," says Mr. Knauth, "\$234 seems as favorable a price as any of them."

He expressed the essence of his price philosophy in the following three principles, which I earnestly recommend to the prayerful consideration of appliance manufacturers. Said Mr. Knauth: "Each article is limited in demand not only by competition within itself, but far more by competition with other articles. . . . "To increase the demand for any article means that it must not be simply lower priced as compared to the accustomed price—it must be actually so priced that the new price opens up an entirely new level of demand. . . . "In the specialty items, price has less and less to do with demand, for the range of income becomes progressively greater and a whole new series of elements begin to play a major part."

The question of price, then, is bound up with the question of demand. Unless new levels of demand are opened by price reductions it is better to stick to the price which present demand is willing to pay. Macy's own practice bears out this conclusion. They are selling today, and from all reports selling in good volume, a 4.7 cu.ft. electric refrigerator bearing their own name for \$159 cash.

NOW the reason for invoking the authority of one of the great merchandisers is to urge that electrical goods can be sold at prices that will not beggar the manufacturer, distributor and retailer. Even on demand merchandise a price variation of 10 per cent has little effect on volume. And ask any retailer of appliances what a 10 per cent variation *upward* in price would mean to him.

Until the worst period of depression set in, the electrical appliance industry gave heartening evidence of stability. If that stability is now badly shaken, it is due to the eagerness of manufacturers to beat each other in a race for the lowest price.

And to restore that stability, the manufacturers need first to make up their minds to stop losing their own money. The way to stop losing money is to put prices back. Prices must go to a level that will cover all costs of production, promotion and distribution.

This, of course, calls for nothing so much as guts. It takes muscle to climb a hill—you slide down on your back.



EDITOR

The Industry is Talking

PHILADELPHIA'S FIFTH SHOW

A DISTINCT note of optimism comes from Philadelphia where the Fifth Annual Electric and Radio Exposition opened on the 26th of September. For four successive years this show has been an outstanding success. This year, with conditions no better in Philadelphia than in other metropolitan cities, the show opened with the exhibition space 100 per cent sold, approximately 200 exhibitors. Radio, refrigeration, ranges, air conditioning are featured.

The air conditioning exhibit is unique in that it offers the visitor a chance to compare four different varieties of indoor climate in one building. A bungalow, designed by the architect group allied to the Philadelphia Electric Association, houses the exhibit and the visitor is first ushered into a hall where the condition on a hot Philadelphia summer day is reproduced; the living room off this hall is cooled to a temperature and humidity ideal for summer comfort. The visitor enters the third room and breathes the dry, lifeless atmosphere of the average home in winter with the furnace going, and gets a contrast in the fourth room, where temperature and humidity are properly conditioned.

Results on the opening day reported by George Conover of the Electrical Association, under whose auspices the show was presented, show a large number of visitors with exhibitors much encouraged by the buying interest displayed.

IS BUSINESS BETTER?

TELEGRAPHIC reports on conditions from 33 prominent appliance distributors and wholesalers located throughout the country show: (1) wholesaler and retailer shelves are empty; (2) that there is distinctly better buying sentiment; (3) that retailer credits are bad.

The reports were in answer to five questions asked by *Electrical Merchandising*. These questions asked the

conditions of wholesaler and retailer inventories, whether retail buying sentiment was improving, whether price cutting was on the decline and whether or not there was an improvement in retail credit.

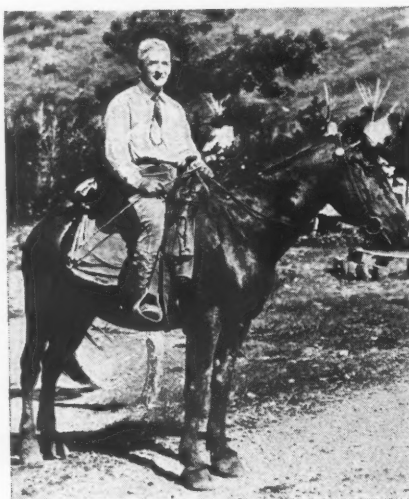
The answers make a fairly consistent picture. There is a complete agreement that wholesale and retail appliance inventories are unseasonably low. Wholesalers as well as retailers are still buying on a hand to mouth basis.

There is not such a unanimous

he could not see where better buying would come from in the next two or three months to the distributor who regarded 20 per cent increase as a reasonable expectation.

Price cutting is still prevalent, although a number reported that this tormenting situation was showing some decline. One district reported that inventories were now liquidated and new price levels on a definitely lower basis had been established. There is much experience to show that standard lines are holding and price cutting is bad only on distress merchandise.

One retailer credit, the opinion was almost unanimous that there was no improvement. One wholesaler states that if banks and finance companies would take present good paper, dealers' credit would be much relieved. But on the whole, the opinion remains that retail credit is a sore spot in the picture which will take a long time to correct.



GERARD SWOPE
Gets a medal from his confreres

JAMES H. McGRAW AWARD TO GERARD SWOPE

*General Electric's President Given
Manufacturer's Medal for "Swope Plan"*

testimony on business prospects. Twenty-one wholesalers out of 33 stated definitely that retail buying sentiment was improving. The others qualified their judgement on this point, stating that while sentiment is better, there is no real merchandise movement to date and while retailers are more optimistic, they are still buying with extreme caution. As to the possibility for increased consumer buying in the next three months, there is marked hesitancy at expressing a definite opinion. On the whole, the outlook was favorable, but many stated that improvement is entirely problematical and wholly based on employment. The forecasts varied from one wholesaler who reported that

A YEAR ago at the fall meeting of the National Electrical Manufacturers Association, Gerard Swope, president of the General Electric Company, presented "a plan to stabilize industry." (*Electrical Merchandising*, October, 1931) Imaginative, daring, sweepingly comprehensive, the proposal had for its principal aim the stabilization of employment in industry, the maintenance of the worker's earning, consuming ability. Despite the almost radical social implications which the plan boldly faced, it was hailed by industrialists and press as the crying need of an economic order whose machinery was in the throes of the ghastliest breakdown in the industrial history of the country.

About.....

Adopted in part by a large number of manufacturers in both the electrical and other industries, the plan since has been indefinitely side-tracked in favor of other, less radical panaceas for economic ills. That its principles, however, still commands the attention, enthusiastic endorsement of important electrical manufacturers, is evidenced by the fact that at the fall meeting this year of N.E.M.A., Gerard Swope was presented with the 1932 manufacturer's medal and purse, one of the four annual J. H. McGraw Awards for Electrical Men. Further evidence is contained in the fact that the Swope Plan is the basis on which N.E.M.A.'s Mutual Unemployment Benefit Plan has been evolved.

Past Awards

In 1930 the manufacturer's medal and purse went jointly to R. W. E. Moore of Westinghouse and to Lee F. Adams of General Electric; in 1926 it went to Clarence L. Collens, president of the Reliance Electric Company, Cleveland; in 1925, to Samuel L. Nicholson of Westinghouse. In 1927, 1928, 1929 and 1931 no awards under the manufacturers' division was given.

The Citation

In awarding the 1932 medal to Gerard Swope, the citation read in part:

Gerard Swope, president of the General Electric Company, confronted with the appalling tragedy of unemployment that has attended the economic prostration of this country in the past three years, turned his mind, early in the depression, to the responsibility of society for providing in the organization of its industries against the present insecurity of the worker. He saw in the possibility of insuring a continuity of income to the great mass of industrial workers in America, a practical measure for the stabilizing of industrial production, by sustaining the power of our industrial population to purchase the output of our farms and factories. He applied himself to the development of a plan to remove the fear of the future from the employee psychology by a mutual participation of employer and employee in the establishment of life, disability,

pension and unemployment provisions. The plan contemplated the accumulation of benefits which would follow the employee through changes of employment, accruing over a lifetime of effort and protecting him against the prejudices which menace the re-employment of older men. It suggested a method of administration that coordinated the operation of company funds under the trade association of the industry, by a system of uniform accounting for company operations and the reporting of the statistics of each industry, and sought to provide within the association, a rational control over production, for the purpose of stabilizing the industry as a source of employment. The protection of the public was assured by the recommendation of a federal supervising body which would function for all participating industries, supported by legislation compelling the membership of all qualified employers within the industry.

The presentation of this "Swope Plan" for stabilizing employment, in September 1931, focussed public attention upon this vital problem of our industrial civilization; and by combining the sound ideas of other students of this problem with his own, in a program of action, he brought great stimulus to the interest of industry itself in this long neglected obligation of management.

40 BILLION DOLLARS SPENDING MONEY

Graybar Asks Its 1,100 Employees What They Will Buy, Finds an Answer for the Whole Country

WHAT would the American public buy if they had the money?

Favorite indoor sport of economists, statisticians, is to find an answer to this question. The question goes even further in its implications: What would the American public buy with the money they have now, if they could feel a reasonable return of confidence in economic conditions?

Most recent, most striking answer to



GEORGE E. CULLINAN

Asked 1,100 of his Graybar employees what they would buy when times got better, found most of them wanted an electric refrigerator

this question has recently been released by George E. Cullinan, vice-president of the Graybar Electric Company, based on an impartial, thorough survey of its 1,100 employees embracing every salary class from office boy to president, from salesman to engineer. With improvement in business conditions and its reflection in the incomes and purchasing power, Graybar employees will buy the following:

	Units	Percent of all Replies	Values	Approx. Unit Value
New Homes.....	172	15½	\$1,021,500	\$6,000
Automobiles.....	367	33	285,885	780
Refrigerators.....	491	44	85,211	175
Heating Equipment.....	83	7½	21,700	262
Washing Machines.....	277	25	20,966	75
Radios.....	206	18½	14,067	70
Ironing Machines	155	14	13,192	85

Using these figures as a base, Graybar statisticians employed, as a further computing base, the eighteen million families in the United States (previous estimates have been based on thirty million families) and found a potential consumer buying power of forty billion dollars existing in this country. The questionnaire was divided into seven groups: home renovation and modernizing, home equipment (electrical and non-electrical), automobiles, clothing and other items. Of the total forty billions, about one-half was shown to be in the field of general housing needs. Second in demand were automobiles (three times the 1931 volume) while

next in order came refrigerators, heating equipment, washing machines, radios and ironers.

In the field of non-electrical equipment for the home, furniture ranked first, rugs and floor coverings second.

With the resumption of normal purchasing power, then, the eighteen million families in the United States may reasonably, on the basis of the Graybar survey, be expected to buy the following equipment:

	Units
New Homes.....	3,096,000
Automobiles.....	6,006,000
Refrigerators.....	8,838,000
Heating Equipment.....	1,494,000
Washing Machines.....	4,986,000
Radios.....	3,708,000
Ironing machines.....	2,900,000

In the non-electrical field, the deferred demand is as follows:

	Value	Estimated Total Annual Expenditures
Furniture.....	\$1,990,000,000	\$1,300,000,000
Rugs and Floor Coverings.....	816,000,000	190,000,000
Musical Instruments.....	451,656,000	130,000,000
Women's Clothing.....	1,494,000,000	3,370,000,000
Men's Clothing.....	1,104,000,000	2,568,000,000

DEALER FINANCING BY CHICAGO UTILITY

Dealers Put Sales on Commonwealth Edison Light Bills

SIX months' operation of Commonwealth Edison Company's financing plan for dealers has proved it as much of a convenience for merchants as a source of money, according to James Dawson, superintendent of the bureau of merchandising cooperation. This has happened:

1. Dealers like to use the central station light bills to collect small bills.
2. A time payment chart has helped them to stimulate cash business.
3. Few have exhausted their line of credit.

About 150 responses poured in when Commonwealth Edison announced last March the establishing of a \$100,000 revolving fund for the purchase of dealer appliance paper. So many applications were received that the tentative \$5,000 line of credit to be given each established dealer had to be pared down to \$1,000.

Several strings were tied to the Edison offer:

The dealer had to be a bona fide operator, with adequate sales display space in store and window, doing some advertising and sales promotion work with appliances, and servicing them. Dealer could carry any kind of standard appliances. An inventory sufficient to allow a turnover of at least four times a year was necessary.

Upon enlisting to take advantage of the financing fund, each dealer was given a computation of list prices, carrying charges, and schedule of terms of electrical appliances retailing from \$5

to \$50. This posted in plain sight of customers in the store, has done more to encourage a cash business than anything else, according to Mr. Dawson. Customers could see the cost of buying on time. It has at last enabled dealers to get away from a pure guess on time payments.

When a sale is made and the standard contract of from \$5 to \$50 is turned into Commonwealth Edison, the dealer is given an amount equal to the unpaid installments of the contract price, less 10 per cent of the total contract price, and less a carrying charge equal to 6 per cent of the list or cash price, which represents interest and other charges of the Commonwealth Edison Company in connection with this contract. This 10 per cent "hold back" is paid to the dealer when the Commonwealth Edison Company has collected all the payments. The central station does not try to make a profit on the financing says Mr. Dawson.

There is a provision that should any installment on the contract become 90 days past due, the Commonwealth Edison Company has the privilege of

charging the dealer with the unpaid balance and turning the contract back to him. By the same token, should any purchaser cease to become an electrical customer of the Commonwealth Edison Company all unpaid installments are charged against the dealer.

"The first contract came through April 4th," said Mr. Dawson. "To date only two dealers in Chicago have exhausted the \$1,000 credit apportioned to them. The average sale has been less than \$16. The plan has permitted a great many radio dealers to put in lines of electric appliances."

One of the most successful users of appliances is David Baskind of the Manor Radio and Electric Shop, 7403 Cottage Grove Avenue, Chicago, operating a straight radio shop up to the time of the announcement of this plan. Mr. Baskind in hearing of the plan immediately put in a counter and window of electrical appliances, investing \$1,000.

"These appliances have been life-savers to us during the dull summer months," he told *Electrical Merchandising*. "This table has been carrying the store this summer. For a long time we



DAVID BASKIND

Invested \$1,000 in small appliances when the Commonwealth Edison Company, Chicago, took over his time paper

have been a station for the payment of light and gas bills. We always felt that we couldn't carry the smaller merchandise and sell it on time because we couldn't monkey with collections on it. It costs 50c. to send a boy over to get an installment, so where is your profit? Most people think they have to pay appliance installments when received with light bills and do it promptly. When we got a chance to hook up these sales with the long stream of people who come in here once a month, we jumped at the chance."

In the Baskind shop are items by Westinghouse, Toastmaster, Hamilton-Beach, General Electric, Chicago Flexible Shaft, Black & Decker and other firms. The house carries Zenith, General Electric, Majestic, Kolster and Philco radios.

A HARDWARE MAN LOOKS AT THE APPLIANCE BUSINESS

*N.E.L.A.'s Rocky Mountain Division
Enjoys Good Meeting*

BBETTER understanding and closer friendships among utilities and retailers can solve difficulties that beset the merchandising phase of the electrical industry, according to John Valentine, Boulder, Colo., hardware dealer, in the course of an address before the Rocky Mountain Division, National Electric Light Association, convention at Estes Park, Colo., Sept. 12, 13 and 14.

Various transgressions on the part of utilities against ethical merchandising procedure were cited by Mr. Valentine to convention delegates, comprising central station executives, new business manager, engineers, advertising officials. His indictment was pithy, good-humored, constructive, epigrammatic. The effect on his audience was profound, establishing a groundwork on which a harmonious electrical merchandising program may be built in the Rocky Mountain region. He believes that commercial departments of electric utilities and dealers will jointly handle electric merchandise sales in the future.

Loiseau Retires

John E. Loiseau, retiring president, told the gathering that domestic load, built by sales of household appliances, had been a "life saver" for the electrical industry during recent years. E. Kieth Hartzell, general advertising manager, Lake Erie Power & Light Company, appealed to central station executives for increased, rather than decreased, advertising budgets, as an agency to more rapid recovery of business conditions. "The National Electric Range Program Applied to the Rocky Mountain Region" was discussed by P. L. Miles, manager of the General Electric Company's range department ("As An Electric Man

Views It") and by F. T. Parks, manager of Public Service Company of Colorado's natural gas department ("As a Gas Man Views It"). H. L. Pinkerton, Albuquerque Gas & Electric Company, Albuquerque, N. M., spoke on "Sales Problems," suggesting remedies to counteract existing evils.

W. W. Nielsen, New Mexico Power



JOHN E. LOISEAU

Retired from the presidency of N.E.L.A.'s Rocky Mountain Division, said that appliances had been the life saver of the electric industry

Company, president of the Rocky Mountain Division, was chairman of the various Estes Park sessions, keynoting the convention by an appeal for a "united front" on issues vital to the electrical industry. At the closing business conference, Fred Norcross, manager of the Home Gas & Electric Company, Greeley Colo., was unanimously elected president for the fiscal year beginning July 1, 1933. Two new vice presidents were named: J. J. Withrow, Sheridan County Electric Company, Sheridan, Wyo., and K. W. Kissick, Deming (New Mexico) Ice & Electric Company. They will serve with G. B. Buck, Public Service Company of Colorado, who was re-elected to a vice presidency. A. L. Jones, General Electric Company, Denver, and A. C. Cornell, Graybar Electric Company, Denver, were elected to the executive committee and will be in charge, respectively, of manufacturers' and wholesalers' memberships. Mr. Cornell was also re-elected treasurer of the organization.

Re-elected to succeed himself as secretary-managing director was George E. Lewis.

WANAMAKER WONDER HOUSE

*5,000 a Day Inspect Its Electrical
Equipment*

IN CONJUNCTION with *Pictorial Review*, Manhattan's John Wanamaker department store have erected in their auditorium a full size "Wonder House" of Norman French design, of "low cost" (\$10,000), of unique equipment. Dedicated by Gerard Swope, president, General Electric Company; George B. Cortelyou, president, N.E.L.A., Grover Whalen, Wanamaker general manager and one-time New York City police commissioner; and Matthew Woll, vice-president, American Federation of Labor, the publicity has attracted more than 5,000 visitors a day.

Most interesting from the industry angle is the enormous emphasis, laid by Builder Arthur Rule and Architect Bernhardt Muller, on electrical equipment, installations. It is to these features rather than the cost or design of the house which has made its construction and the interest it has aroused, of first importance to the electrical industry.

The rooms are air-conditioned by Frigidaire, are equipped with the new, domestic sprinkler system devised by Grinnell, have other electrical devices: radio (G. E. Philco); clocks (G. E., Warren Telechron, Westclox) electric door chime (Telechime). The kitchen is completely equipped by General Electric with refrigerator, electric range, dishwasher, kitchen mixer, toaster, waffle-iron, coffee maker and electric clock. In addition, one of the novel attractions is a self-opening door between kitchen and dining room, controlled by an "electric eye."



WONDER HOUSE

*5,000 people come every day to see
its electrical equipment*

Electrical Men in the Month's News



Knighton

Former regional manager for Frigidaire, John K. Knighton now takes over his new duties as assistant director of sales of the new Electrical Appliance Division of Mengel Body Company, Louisville. He will assist Teel Williams, director of sales for the Mengel Company.



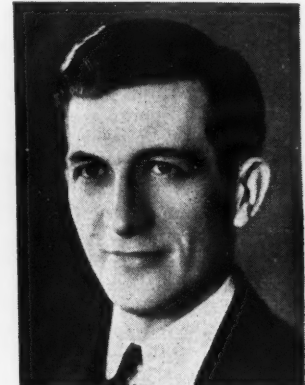
Luchenbach

Engineer, medical authority, Paul Luchenbach has been connected with scientific research on ultra-violet lamps both as head of his own company and with General Electric. Now he goes to Samson - United Corporation, Rochester, N. Y., as director, Health Appliance Division.



Powers

Vice-president in charge of sales for the West Penn Power Company, Pittsburgh, Phillip H. Powers has recently added to his responsibilities by assuming the presidency of the Pennsylvania Electric Association. His election took place at the Bedford Springs meeting.



Dow

Connected with the General Electric Company for the past six years, since 1927 with the Refrigeration Department at Cleveland, Paul H. Dow has recently been named district representative of the Central District according to an announcement by M. F. Mahoney, merchandising manager.

MORE ABOUT GAS MONEY

N.E.M.A. Defends the Electric Range Progress

ON THE first editorial page of the September issue of *Electrical Merchandising*, the editor let off some steam generated by the comparison between the plans of the gas industry for promoting gas cookery and the progress to date in electric range promotion.

There is no significance in the comparison, states an item published under the head "Pertinent to the Range Plan," in NEMA Survey, the monthly bulletin of the National Electrical Manufacturers Association. We reprint the NEMA comment in full:

"There is observable in the trade press a disposition to be 'peevish' about the range plan, to criticize the steps thus far taken, to emphasize the smallness of the amounts of money thus far appropriated in comparison to the figures of which the gas range manufacturers are talking, and generally to scold the electrical manufacturers and the electrical utility. Possibly the intent is laudable as being an effort to spur both to greater activity but it may be questioned whether the means employed are wisely chosen or will accomplish the desired end. Instead they would seem provocative of misunderstanding of the real fact and of the obstacles to progress which are born when misunderstanding exists.

"There has been no reduction in the amounts proposed to be expended in the forwarding of electric cookery and the exploitation of the electric range. The contrast between the gas and electric announcements lies in the fact that



Dexter

For the past five years assistant commercial manager of the Central Hudson Gas & Electric Corporation, Poughkeepsie, N. Y., Harris E. Dexter has recently been appointed general commercial manager, succeeding E. R. Acker who becomes president of the company.

whereas the gas funds are the totals including those for consumer advertising, electrical figures are only for the effort thus far actively undertaken, viz.:—the provision of a foundation for the project in the form of adequately organized and equipped local councils throughout the country and the field work necessary thereto. Experience has shown such a foundation to be essential to economic operation and ultimate success and National Electric Cookery Council is acting wisely in working earnestly and patiently to assure its provision before attempting the final structure. There is therefore no significance in the comparison.

"What is of significance is the present industry attitude and in this connection an opinion expressed by one of the largest of the combination gas and electrical utilities seems peculiarly im-

portant. This company has recently recorded itself as feeling that electric cookery is the coming method of providing a cooking service to the American Public. It has established a rate satisfactory for electric cookery and in addition has a force of gas engineers actively promoting gas heating and gas air conditioning of homes to provide a replacing gas load. When this effort has produced suitable returns it will be possible to initiate more active promotion of electric cookery.

GENERAL ELECTRIC, JR. BIDS FOR LOW-PRICED BUSINESS

Announce 5 Cu.Ft. Box to Sell for \$135

WITHOUT the famed "monitor top," a factory guarantee of one year General Electric makes its first determined bid for low income group refrigerator prospects with the announcement, this month, of the General Electric, Jr., a product of Edison General Electric Appliance Company, Chicago. Its list price, tentatively announced at \$147 f.o.b., is now definitely set at \$135 for the 5 cu.ft. box.

Sales, advertising efforts, however will continue to be placed on G. E.'s higher-priced line with its removable, hermetically-sealed monitor top, according to manager Paul B. Zimmerman of G. E.'s Refrigeration Department.

Formal announcement of the new conventional model General Electric, Jr., contains the added information that, beginning in October, the new line will consist of three models: 4 cu.ft., 5 cu.ft., and 7 cu.ft., the presumption being that the 4 cu.ft. model will sell for less than

\$135, will more nearly approximate the same size box recently announced by Frigidaire to retail at \$112, plus freight.

Said manager Zimmerman, announcing the new line:

"Five years of field experience has proven that our sealed-in-steel monitor top refrigerator is the highest quality, most efficient and most dependable piece of electric refrigeration mechanism ever manufactured. We are placing this conventional model on the market for those who want low-priced, yet efficient refrigeration; for those who value low prices above years of unfailing service.

"Users of monitor top refrigeration are protected by the four-year service plan. The General Electric Junior carries the industry's standard one-year guarantee and we are certain that the new machine will offer a refrigeration service superior to that of ordinary conventional types. Now, with the addition of this new line, our distributors and dealers are in a position to offer the best dollar value in electric refrigeration with the monitor top and a low-priced refrigerator bearing the General Electric trade-mark."

PACIFIC NORTHWEST SWAPS DISTRIBUTION METHODS

General Electric, Westinghouse Supply Houses Enter Picture

REFRIGERATION and ranges show signs of going the way of all appliances in the new distribution lineups just announced by both the General Electric and the Westinghouse Supply Corps. in the Pacific Northwest. There the distributor setup is being closed down on these two appliances and the wholesaler again shunted into the line.

The General Electric Supply Corp., according to D. E. Harris, vice president, becomes the exclusive distributor for refrigerators and Hotpoint ranges and water heaters following a trip made by Mr. Harris to complete the arrangements recently. This arrangement holds for Washington, Oregon and Montana. This replaces the Gordon Prentice, Inc. and The Laidley Co. distributorships in the Seattle and Portland and Spokane districts respectively.

A Similar move has been taken by the Westinghouse Electric Supply Co., but this organization has gone one step further on the road to becoming a super-jobber organization. The merchandise division of the Westinghouse Electric and Manufacturing Co. is being combined, in the far west at least, with the supply organization. The new procedure holds not only in Washington and Oregon but in California and Arizona as well.

Word comes that the first testing

ground in the West for the Hotpoint "White Bag" campaign will be the territory of the Coast Counties Gas & Electric Co., in the Santa Cruz, Watsonville, Gilroy and Hollister areas of California. Dealers and the utility are said to be jointly making the new "fuller brush" door to door drive with a selected list of new electric appliances carried by the salesman in a white leatherette handbag. The appliances featured are the Hotpoint new light weight automatic hand iron, the new coffee maker, glass filter type, the new automatic toaster and the waterproof heating pad. A combination offer on terms is made for the entire group or if preferred individual appliances will be sold. A teaser mystery advertising campaign in the newspapers precedes the call of the salesman. This new campaign, copyrighted by the way, is just being started in September.

Air Heater Drive Starts

Another merchandising idea that break all utility precedents is that contemplated by the Pacific Gas and Electric Co. Its annual auxiliary air heater campaign this year is being conducted entirely on a mail order basis. R. E. Fisher, vice president in charge of public relations and sales, Hugh Crawford, general sales manager, and Harry Carroll, manager electric sales, and E. F. Perkins, appliance sales manager, put their heads together, drew up this novel idea.

It was preceded by a survey of several hundred homes conducted during the past few months. The results of this survey convinced the commercial men that the company must make a new type of appeal this year to add to its previous large sales of this type of electric heater. Remember that this is the company that last year sold some 7,500 of these 1250-watt air heaters and the year previously 6,900 or more. How to go back over the same ground and sell another 7,000 heaters in this kind of a year was something that it took a bunch of conferences to solve. But these conferences and test surveys are Hugh Crawford's quiet way of setting up his usually successful sales campaigns. "Never fire until you see the whites of their eyes," is his motto.

Simple, when you think of it, but his surveys revealed that every home has its one or more cold rooms, rooms that always need a little extra heat. No matter what method of heating is employed to heat up the house, there is still a cold room or a room that can be heated up in the spring and fall when the regular house heating plant is not running. Therefore the advertising appeal is to be based on this "cold room."

A carload of paper was ordered to print up the broadsides to be mailed out on this campaign. A total of 400,000,—yessir, count 'em—mailing pieces are to be sent to the company's domestic

consumers whose credit rating has been satisfactory during the past few years. The broadside will offer the 1250-watt Wesix heater for \$9.95, payable on monthly bills if desired, and will be mailed from the San Francisco office of the company to any consumer upon the return of a post card. If the company sells 1 per cent of this mailing it will have made its yearly quota on this appliance. Reserves for returns, losses, financing are being set up to make the campaign a financial success.

Dealers will benefit, the company feels, through the widespread interest created in the heaters by this means, because many thousands of the heaters will be bought from dealers, who can also sell this or competing makes at the same time.

Frigidaire dealers in the cities served by the San Joaquin Light & Power and the Midland Counties Public Service Corp. have sold an air conditioning installation apiece to the offices of these companies. Usually they are installed in the division or district manager's office and are proudly referred to by all the employees at every opportunity. All the populace is brought into feel the comfort-giving qualities of the conditioners, and it is hoped by this means to get many more on the lines. These cool oases in the hot desert valley of the San Joaquin should prove to be meccas for manufacturer's and wholesaler's traveling men, at least.

Archie Cline Has an Idea

Archie Cline, crackerjack electrical contractor-dealer of San Luis Obispo, Calif., thinks that a very profitable and beneficial result to the power companies would be derived from an extension of the tip reward systems such companies have, to the employees of cooperating dealers. Most Western utilities reward their employees for turning in tips as to prospective buyers for electrical appliances when these are converted into sales. Mr. Cline feels that a greater loyalty to the power companies and the industry could be engendered if the employees of dealers were likewise rewarded for their efforts to bring more business to the industry. Obviously on the margins provided on appliances the dealer cannot afford to pay for such special efforts, no matter how valuable they are to him. But to the utility, with long revenue producing possibilities in consideration, these tips and sales, even if sold by the dealer, are of value. Naturally, he feels, some well operated method would have to be evolved to handle such a plan.

E. F. Perkins, appliance sales manager Pacific Gas and Electric Co., says that his 66 lighting salesmen are turning over approximately 2000 sales a month on floor and table lamps and the socket type of kitchen lighting unit. This seems to be a sizeable home lighting accomplishment in itself.

The *Today's* DEPARTMENT STORE



The FAIR

CHICAGO

goes halfway to meet its new opportunities

PARTLY because C. S. Maginnis heads the electrical department of the Fair Store, and also because this anecdote illustrates what is happening there, it may be appropriate to start off with what is said to be the original Maginnis story.

Two old ladies were talking family history. "And what people are ye descended from, Mrs. Maginnis? I mean—who did ye spring from?"

"No Maginnis ever sprung from anyone," was the proud reply. "They always spring at 'em."

So when radios tumbled to \$25, washers to \$39, and refrigerators hovered around \$100, offering what appeared to be floor sale specialties, the Fair was prompt in "springing" at its opportunity. Such prices threatened to take the joy and commissions out of specialty men's lives, but it's an ill wind that blows no one any good, and Fair executives felt they could profit from the trend. This article was begun to show just what an aggressive electrical department is doing—but it goes farther, and shows just how a modern department store has shifted its storewide tactics to get business under today's conditions.

Pride and joy of the Fair Store is its sixth floor, seat of electrical and hardware items. Tradition declares that the entire firm grew out of this division, originally a profitable tinshop in early day Chicago. Blue-eyed, soft-spoken C. S. Maginnis heads the floor, assisted by Louis Zingrabe, who has refrigerators, vacuum cleaners and small items under his wing, and Pharis W. Blew,

who commands the washer, ironer, dishwasher and heavy appliance branches. The radio department is housed on a separate floor. No official figures on business done are given out, but State Street credits the Fair as being a leader in electrical sales with a volume of several hundred thousand annually, around \$85,000 in refrigerators alone and approximately \$100,000 in washers.

Long before the drop in electric specialty prices, the Fair was on the move to keep up with trends in selling. With the growth of suburbs, and the increasing automobile congestion in the Chicago loop business district, there was noted a growing inertia on the part of housewives to go shopping, except for important purchases such as furniture or coats. This was demonstrated by the enlarging number of women who telephoned in orders, attracted by values, but unwilling to come in.

The Fair has met the change in a number of ways:

1. By opening two suburban branches
2. By favoring demonstrations to catch the attention of store traffic.
3. By starting a battery of telephone saleswomen
4. By encouraging salespeople to follow up inquiries in the home
5. By making salesmen of the delivery men.

The open demonstration is said to have originated in the Fair years ago when a saleswoman smeared cold

Battleground *for* Electrical Specialty Sales

By T. F. Blackburn

The FAIR has met the change in a number of ways

By OPENING TWO SUBURBAN BRANCHES

By FAVORING DEMONSTRATIONS TO CATCH THE
ATTENTION OF STORE TRAFFIC

By STARTING A BATTERY OF TELEPHONE SALES-
WOMEN

By ENCOURAGING SALESPEOPLE TO FOLLOW UP
INQUIRIES IN THE HOME

By MAKING SALESMEN OF THE DELIVERY MEN

cream on her face in reply to a dare from a customer. Be that as it may, today sees demonstrations everywhere including the Hoover, General Electric and Copeland refrigerators, Apex washers and ironers and mixers in the electrical department alone. Many of the salespeople go through a vocal act with their demonstration.

Demonstrations are effective as shown by one day's sale of 49 Apex washers, of which two went at \$165 and the rest at an average of \$78.



Salesgirls can show pretty things, but few can explain them. They do best in explaining domestic science processes.



The typical Fair customer is a busy mother with a moderate income. All selling is scaled to her needs.

1 DEMONSTRATING (A)

One exception to the rule for having men explain mechanical appliances is the vacuum cleaner department. A girl happened to make good, so she stays.



2 DEMONSTRATING (B)

Refrigerators at the Fair face the elevators. Two makes (G. E. and Copeland) are carried, with an average sale of more than \$150.

Monday morning telephone calls gave birth to telephone selling. Customers who have a habit of ordering this way are regularly called and offered any store special. If they express annoyance telephoning is discontinued. Telephone lists are worked, also with results. Sometimes as many as 30 girls are busy on the phone work, and there is a record of 7,000 ensembles sales in one day from this department. The high mark for individual items is held by the drug department, 4,000 in one day.

A graded scale of commissions encourages sales people to follow up inquiries into the home and close them. Give a man 5 per cent for floor sales, 7½ per cent for those closed at home, and spend the balance for advertising to bring him leads, and you have the ideal formula, one executive said. With advertising to bring people in, the floor man can earn as much as an outside man can, it was declared. To help the man "shagging" home sales, a photograph book showing exact pictures of many additional store items is being contemplated, so that some kind of order may result from calls, cutting down number of profitless wild goose chases.

Most sensational of the things the Fair is doing is its work with the delivery man. The back door is always open to him, it was observed. Why not give him an item and let him show it when he delivers goods? A

3 TELEPHONING

Busy housewives telephoning when they saw an advertisement inspired the Fair phone sales department. Now thirty or more girls are kept busy.





I'm not sure whether it is chromium plated. I'll find out from somebody if it's guaranteed."

Result, no sale. So that's out today.

The educational department of the Fair today begins by trying to put round pegs in round holes. It is useless to try to teach women mechanics unless they are naturally apt, which is rare. So men, married and housebroke, are placed in charge of mechanical items which require explaining. Housebroke, because a man must be able to discuss washing lingerie without flustering a woman customer. The kind of woman the electrical department likes is wholesome, married, and used to keeping house (dog gone it, why can't we have some of the cute young ones like the first floor gets?) She feels at home around electric mixers and has actually used most items offered, being encouraged to take them home and try them.

Customers, particularly men, will buy a casual item from a pretty face in preference to a homely one, it was explained. However, this won't go when there is a considerable investment of money, or some serious consideration required. Looks are not the vital essential then.

Following store school, the electrical sales people are sent to manufacturers' training camps, getting outside experience if possible. Then they learn competitive merchandise questions and answers by shopping about town as prospects themselves. These visits are kept up regularly to learn latest information.

There's no chance to sprout a competent specialty selling division all at once, Fair executives declared. Nevertheless opportunities were never riper than now for organizations that desire to develop them.

4 SALES PEOPLE FOLLOW-UP

The old method of sales training ended when the girl could make out a sales check. No good in electrical departments today. They must follow up sales.

commission on sales would insure his interest. So out went the fleet with each driver carrying one piece of glassware from a set. Waved before housewives with a mention of the price, action resulted. A box of turkish towels was equally effective.

Today the fleet has a record of the greatest gains in sales. Storewide sale items alone are offered this way. It is ultimately expected that experienced delivery men will be given a chance to install heavy electrical items and sign up contracts at the time of their call.

What kind of people does it take to put through a program of this sort, ELECTRICAL MERCHANDISING asked.

The old-fashioned type of sales training generally practiced in department stores will never do it, was the reply. That system is dead as the dodo. About all it consisted of was to lead a girl on the floor and speak these words:

"Miss McToozle, you will notice that each item is plainly marked with the price tag, and you know how to make out your sales check. Be polite and familiarize yourself with the rest of the store, so you can direct people. Don't chew gum or wear short sleeves."

Inside a week Miss McToozle might be heard saying, "This pretty little electric fan is \$5.98. No, I can't say whether it runs on direct or alternating current.

5 DELIVERY MEN AS SALESMEN

Giving the delivery man an item to carry in and show when he leaves a package has opened up a new avenue for volume.



figures of—

ELECTRIC OIL BURNERS

WELL behind last year are this year's sales or shipments of electric household oil burners, as reported by 103 oil burner manufacturers to U. S. Bureau of the Census at Washington. Notwithstanding this decrease, however, oil burner men should be encouraged at increased sales each month of this year from February on. June, 1932, shipments from the factories amounted to 3,501 burners, as compared with 4,493 machines last June, while July, 1932, shipments totaled 3,637 burners, as compared with 4,871 in the same month of 1931.

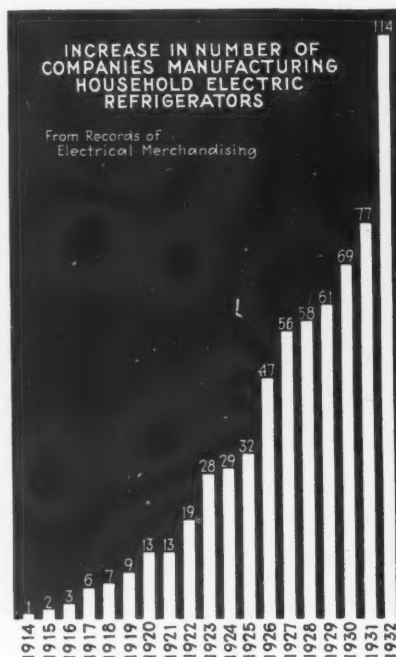
All manufacturers of burners do not report decreased sales, in spite of lower industry totals. The McIlvaine Burner Corporation of Evanston, Ill., points with pride to sales in the first half of this year that were 14% ahead of the same period last year. Century Engineering Company President E. J. Lattner reports business this year, up to the end of August, 40% ahead of last year's first eight months. Williams Oil-O-Matic put almost two hundred additional men to work in its Bloomington, Ill., plant the first of last month. Up in Schenectady, N. Y., 300 former General Electric workmen were recalled to start work on the new oil-burning furnace and the G. E. Humifilter, G. E. workers at the Pittsfield, Mass., plant where parts of the new oil burner are also made, have been increased.

FURNITURE STORES BECOMING MORE APPLIANCE MINDED

FURNITURE dealers all over the nation are looking upon electrical appliance selling with increasing favor, according to a survey which the American Furniture Mart of Chicago has just made with the co-operation of the National Retail Furniture Association. Some 726 furniture stores in 37 states were surveyed—3½% of all the furniture stores in the country rated at \$5,000 or more, according to Lawrence H. Whiting, chairman of the board of the Furniture Mart. Over 82% of these 726 furniture dealers were found to be handling one or more electrical appliance. As might be expected, radio was the most popular appliance, with 70% of the total 726 dealers handling this product. The number and percentage of furniture dealers found to be handling other elec-

trical appliances are given in the following table:

Appliance	Percentage of the 726 dealers handling this appliance	Number of dealers handling this appliance
Vacuum Cleaners.....	67.1	487
Refrigerators.....	61.2	444
Washers.....	58.8	427
Clocks.....	41.9	304
Irons.....	39.8	289
Toasters.....	28.1	204
Percolators.....	24.8	180
Ironers.....	23.7	172
Sewing Machines.....	21.9	159
Heaters.....	17.9	130
Food Mixers.....	15.3	111
Ranges.....	12.7	92
Vibrators.....	4.4	32



REFRIGERATOR MANUFACTURERS

In four years, radio set manufacturers increased 4,900 per cent, then began price declines. What of refrigeration?

Two pertinent and pointed questions were asked the furniture dealers selling electrical appliances. To the query, "Are the results of sales of electrical appliances satisfactory?" 57.84% of the dealers responding said, "Yes," 24.82% said, "No," and 17.34% said, "Fair." To pertinent question two, "Do the electrical sales justify continuation and expansion?" over 62% said, "Yes," 17.73% said, "No," 15.40% said, "Questionable," and 3.7% said, "Moderate."

It is hoped that the American Furniture Mart and the National Retail Furniture Association will add to their good survey work and let the appliance industry learn the yearly sales, in units or dollars, of electrical appliances in representative furniture stores.

REFRIGERATION MANUFACTURERS MULTIPLY

SPECULATIONS on the future of domestic electric refrigeration sales are particularly rife just now, range all the way from the belief that annual sales of a million units are not unreasonable to the fear that refrigeration is predestined to go the way of radio. Interesting in the light of the latter possibility is the chart reproduced on this page, showing that the number of manufacturers of household electric refrigerators has increased 500% in the past ten years. It may be recalled that radio set manufacturers increased in number 4900% in the four years of 1923-1926, finally reaching 600 manufacturers. Significant also is the fact that after this peak in number of radio manufacturers had been reached, a decline in radio prices set in and was accompanied by an increase in mortality of manufacturers.

"INCREASING THE LOAD"

INTERESTING compilation of electrical data is the second edition of "Increasing the Load," issued by consumer magazine publishers, the McCall Company of New York. Providing a listing of some 4,290 communities in which central station stores are located and the number of domestic lighting customers in each, the new volume also furnishes a lighting customer record for 5,086 communities in which utility companies maintain no stores. The data are also broken down on a county basis. Supplementing McCall—gathered data are statistics from McGraw-Hill's *Electrical World* and the National Electric Light Association.

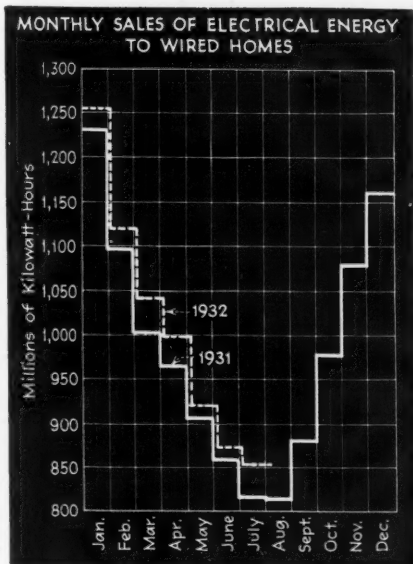
DELINQUENT ELECTRICAL ACCOUNTS

ACCOUNTS-IN-ARREARS are important indices in any trade. In the electrical field, where trade expansion is so vitally concerned with money and retail credits, delinquent accounts bear careful watching. August delinquent accounts have just been reported by Secretary F. A. Lind of the National Electrical Credit Association and indicate a 15.6% increase over August, 1931, in number of accounts reported, but a drop of 15% from last August in

dollars involved. Taking the first eight months of the year, however, the number of delinquent accounts reported shows a 10.4% decrease from the figures for the first eight months of last year and a 31.6% drop from the same period in 1931 in money involved. The Middle and Southern Atlantic and the Central Divisions are evidently in better positions than New York, New England.

THEY'RE USING MORE

AMERICAN wired homes continue to consume more electricity this year than during last year, according to figures supplied the National Electric Light Association by electric light and power systems. In July, 1932, latest month for which statistics are available, 853,740,000 kw.-hr. were sold to American homes. While there was the usual seasonal drop from June current sales, the July, 1932, sales were 5.1% above the June, 1931, figure of 812,260,000 kw.-hr. Welcome news also is the fact that for the year ending July 31, 1932, the average American wired home used 595 kw.-hr. of electricity, which is a 4.5% increase over the 569 kw.-hr. consumed in the year ended July 31, 1931. In spite of this increased used of electricity, the average monthly bill paid for electricity by domestic customers continued to be \$2.79, the reason being that the cost of electricity had dropped from 5.88c. per kw.-hr. in the year ended July 31, 1931, to 5.63c. in the year ended July 31, 1932, a decline of 4.3 per cent.



CONSUMPTION INCREASE

The average American home uses 595 kw.-hr. of electricity a year, an increase of 4.5 per cent over last year



RALPH NEUMULLER

—found there were more hardware stores than any other type of retail outlet in New York, has not yet found what percentage they sell

N. Y. TAKES STOCK OF ELECTRICAL-RADIO DISTRIBUTION

NOT attempting yet to find out what percentage of electrical appliance and radio sales is made by each group of retailers in its territory, the Electrical Association of New York, under aggressive Managing Director Ralph Neumuller, has completed a survey of the types and number of dealers in the four principal parts of New York City who sell appliances and radio. Interesting is the fact that in New York's four major boroughs of Manhattan, Brooklyn, Queens and the Bronx, there are more hardware stores selling electrical appliances than any other group with the possible exception of the drug and chain stores which have not yet been surveyed. Here's the figures:

Type of Retailer	Number of Retailers	Percentage of Retailers in This Group
Hardware Dealers.....	919	39.8
Contractor-dealers.....	435	18.9
Radio-Electrical Dealers.....	332	14.4
Exclusive Electrical Dealers.....	135	5.8
Exclusive Radio Dealers.....	134	5.8
Furniture Stores.....	112	4.9
Department Stores.....	79	3.4
Electrical Jobber-Retailers.....	72	3.1
Radio Jobber-Retailers.....	62	2.7
Central-station Stores.....	28	1.2
	2,308	100.0

THE CONSUMER GOES UNDER THE GLASS

STARTLING revelations in "The American Consumer Market," survey made by the editors of *The Business Week*, McGraw-Hill journal of business news and interpretation, are (1), that in the boom year of 1929, 98 per cent of American wage and salary earners had incomes of less than \$5,000 yet bought 83 per cent of the goods consumed in the nation and (2), that 85 per cent of the American money earners received less than \$2,000 in that year and bought 55 per cent of all the goods. Well may electrical appliance manufacturers, distributors, dealers ponder these figures.

"The American Consumer Market" presents the first complete picture of the goods, services bought by the public for each year from 1919 to 1930. Covered in the survey are expenditures for food, housing, wearing apparel, transportation, taxes, health services and products, recreation, education, motor cars, insurance, jewelry, investments, tobacco, luggage, radio, marriage, divorce and a host of other consumer purchases. Some of this data has been available, much of it has not; "The American Consumer Market" represents the first effort to collect and synchronize Government figures and trade and industry statistics on what Mr. and Mrs. Consumer spend their money for. Most significant, however, are the statistics on income and expenditure with the resultant conclusion that the future of American business depends on small-income buyers.

Copies of the study, containing all the installments published from April 27th to September 7th, 1932, sell for 50c. each, are obtainable from *The Business Week*, 330 West 42nd St., New York, N. Y.

AIR CONDITIONER SALES

SALES of air conditioning equipment by the 41 manufacturers who report to the U. S. Bureau of the Census showed a decline in July from June, the peak month this year. Total value of orders booked in July amounted to \$578,254, as against the revised figure of \$996,680 for June of this year and \$1,795,919 for July of last year. How the value of orders booked in the first seven months of this year has dropped from those secured in the corresponding period last year is indicated by the following statistics: 1931; \$10,612,692—1932; \$5,222,633.

"It's EASY to SELL

OIL

THE O'BRIEN BROTHERS

Thomas W. O'Brien, is secretary and Jerry is vice president

*and
(below)*

DAVID
LIEBERMAN
*General Manager
of O'Brien Bros.*



"I could convince a woman she needed an oil burner sooner than sell her a \$2 hat," says Jerry O'Brien—and has proved it by doubling oil burner sales every year for the past three years.

By Laurence Wray

TWENTY-TWO years ago, Jerry J. O'Brien went into the plumbing supply business on Long Island. It was a good business and Jerry was gambling on the fact that one of these days people would begin over-flowing from New York into Long Island City, Woodside, Bayside, Corona, Flushing and all the rest of the towns up to the Nassau County border. There was talk about a subway, for one thing, and the

real estate speculators were already turning over lots at good prices. Promoters came into the field and began smacking two-family imitations of Elizabethan houses all over the place . . . It was not a pretty country and the real estate developments, shrieking their attractions at the passing motorists, still make it one of the less admirable specimens of suburbia. But it is still growing fast and that is the important thing.

But Jerry was right. Families trundled out on the Long Island railroad and stayed to buy. The plumbing business prospered and with it the fortunes of the

O'Brien family. There were four sons and it was natural that they should grow up with a wrench in one hand, a piece of pipe in the other. But the sons were to see a different age. An age that was to usher in a new convenience and beauty in the home. The galvanized iron bath tubs were to give way to multi-colored wall finishes, shower rooms, sunken porcelain tubs and two bathrooms to a home. The iron sink in the kitchen with its exposed plumbing was to be replaced by luxurious porcelain or stainless metal, their "innards" chastely concealed. The ice man was to be ruled out in favor of a mechanical refrigerator of shiny, white porcelain—and even the old furnace in the cellar, the temperamental god of the household, brooding in the darkness among its litter of ash-cans and dust and clinkers was to finally surrender to the new order.

And that's where this story begins.

Ten years ago, modern, automatic oil-heating equipment was almost unknown. Four or five years before some boiler manufacturers and fuel oil engineers had experimented with crude types of natural-draft burners; gas was also being discussed as a heating medium. But to the average householder, heating was a matter primarily of how many tons of coal would be required for the winter months.



..... say the
O'Brien Brothers

BURNERS"

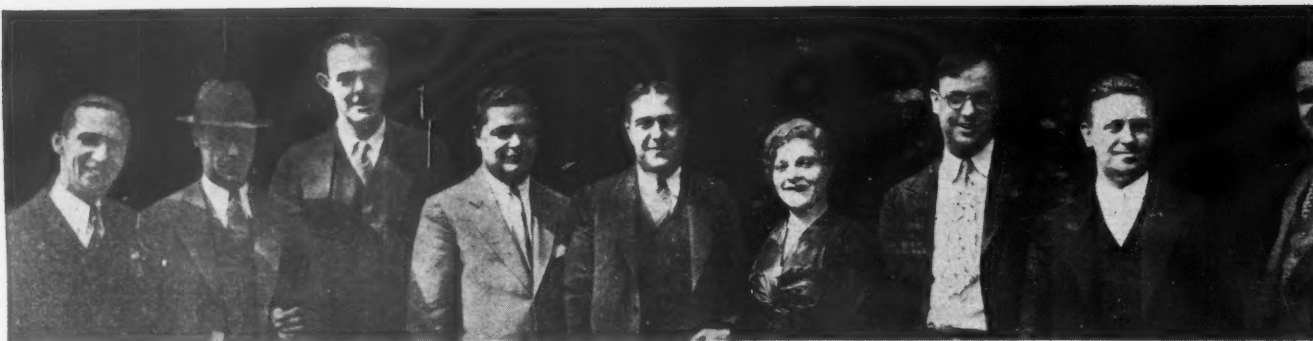


*"You can always sell people something that will save them work,
dirt or discomfort"*

But also ten years ago, the oil burner, substantially as we know it today, was beginning to get its first real foothold. About 20,000 of them had been sold during that year and Jerry O'Brien decided that the oil burner was here to stay. You couldn't tell but there might be some real money in it later on. He didn't sell many during those early years. They were a luxury proposition and the installations ran into money. Service was a great trouble, too, what with a number of manufacturers jumping into the business and paying too little attention to the mechanical perfection of their product. The technique of oil burner selling was almost unknown,

promotional advertising to the home-owner was scattered and the backlog of satisfied users was yet to be developed.

But Jerry O'Brien picked up a lot of useful information in those early days and he was to find that his experience was going to be useful. Three years ago, he decided to capitalize on his training and at the same time turn over to his sons a live and coming business. O'Brien Brothers was formed, a crew of loyal, capable salesmen gradually built up, and an organization that ranks today with any of the finest types of specialty selling businesses, is piling up new selling records as fast as the old ones are demolished.



THE O'BRIEN GANG

Most of them would rather sell an oil burner than eat. If you mention the depression, they say "What depression?" And no wonder; they have yet to see a year in which they did not increase sales over the year before. If they don't double sales they are disappointed.

In the year 1929 B. C. (Before Crash) the brothers O'Brien made 35 oil-burner installations—as many as had been made in all the five or six years selling previously. This was a good start—a volume of something like \$40,000 in oil-burners alone. At the end of the year they sat back and looked at their business and found it good. If they could sell 35 burner installations in 1929, they ought to be able to sell twice as many in 1930. In which, it will be seen, their thinking was not unlike many other business men who could hardly have glimpsed the dark days that were to come. The dark days came all right, but when the O'Briens once more sat back at the end of 1930 they found that they had sold 63 oil burners! Unlike many other business men, they had virtually succeeded in doing twice as much business.

How Do They Do It?

With the opening of the next year, destined to be one of the worst yet in American business history, they once more decided they could sell twice as many burners as they had sold the year before. They did. The end of the year found them with 127 new installations to their credit and a cup from the Quiet May Oil Burner Corporation for having sold a greater percentage of their quota than any other dealer in New York or Long Island. It was a year, too, when oil burner sales nationally, fell off sharply. In 1932, they set themselves a quota of 175 oil burners and according to David Lieberman, general manager of the company, should surpass their quota by the first of October. They are in the midst of the best oil burner selling season at present so it is not unreasonable to suppose that by the end of the year the O'Brien Brothers will once more have cracked a record. Their 1932 volume should run somewhere in the region of \$125,000 on oil burners alone. Alone—because they took on refrigeration this year (Norge) and have already accounted for the sale of 60 units which will boost their total volume still higher.

The natural question which presents itself is "How do they do it?" And as a person whose pre-occupation it is to inquire into the whys and wherefores of this business of operating a successful specialty merchandising operation, I have tried to find out. But it is difficult to put down on paper those intangible and highly elusive qualities that seem to inspire some selling organizations to unusual feats of accomplishment. Part of it is management; part of it is the faith of individual in the usefulness and value of the thing he has to sell. Part of it is intelligent, carefully worked-out analysis of the prospects available or a particularly effective method of reaching them through advertising. And more than anything else

it boils down to persistent, thorough, day in and day out canvassing. All these things are important and it is noteworthy that none of these things have been overlooked by the O'Brien brothers in spreading the gospel of automatic oil heating in their particular territory.

But other dealers, just as well equipped, just as well managed and just as well sold on the importance of going out after business do not necessarily bust a lot of records with the nonchalance of the O'Briens. The answer may lie in the inspired enthusiasm that they bring to their work. Most of the men connected with O'Brien Bros., give you the impression that they would rather sell an oil burner than eat. When a prospect wanders into the shop and intimates that she may be interested in an oil burner, the way they move into action is something beautiful to watch. You know instinctively that that particular woman is going to find that she has been climbing a lot of stairs two or three times a day, that her heart was never very strong anyway, that she dreaded the day when the ash-cans had to be hoisted out of the cellar and that it was frequently she—not John, her husband—who had to get out of a warm bed in the morning to open the draught in the furnace and get the house warm. It is the prospect who does the talking—the salesmen listen sympathetically. And when one of them, at the prospect's invitation, trots round to see friend husband that evening, you know that he will come back with a signed contract. The men put into the sale of an oil burner the evangelism of a Billy Sunday and the sincerity of a Carrie Nation. They believe in it. And it is their privilege as well as their job to bring the story of automatic oil heating to the house-holders not already acquainted with its many virtues.

Men Work the Year 'Round

Of course, enthusiasm and company loyalty are not qualities that just happen. They are part and parcel of intelligent management. The wiry, energetic Dave Lieberman who is the active manager of the business, puts a higher premium on the spirit of his men than any other one thing.

"One of the main reasons we get a big share of the oil-burner business in this territory," he said, "is because our men know that they have nothing to worry about during the slack season. We take care of them all the year round. We have ten men in the company selling oil burners. They work on a basis of a drawing account against commission. They are carefully picked and are enthusiastic about their work because, in the first place, they can make a good living selling oil burners and,

(Continued on page 48)



Smith has an IDEA

TO many dealers, the stocking and displaying of electrical appliances—yes, and even the outside selling, too—is enough. People, they argue, ought to buy. Few realize the power of suggestion in creating sales, fewer practice the power of suggestion in the one place admirably suited to that purpose—their own homes.

If the many new and interesting uses to which electricity has been put, are valid from the standpoint of the customer, then the dealer, as his own first customer, might do well to invest in electrical devices and sell not only himself on their value, but his friends as well.

So argued Wallie Smith to himself. . .

"The gang," consisting of ten husbands and their own wives, poured into the living room of their host's home with customary boisterous salutations. On this particular night, Jim Wallbright, the attorney, was first to note something different about the house. He queried Wallie Smith, the host, on this point: "New rug? New drapes or curtains?"

Wallie's slow grin widened: "No such luck. Haven't got a thing new—except the illuminator."

Immediately there were exclamations of delight: "No overhead lamps—not even in the electroliers!" "No shadows!" "No glare; the light is so soft—easy on the eyes!" from the women; and "How much juice does it use?" "What wattage is the lamp?" from the men.

"The gang" were delighted as kids over a new toy. They examined the illuminator from base to top, picking it up and—Wallie has many convenience outlets in his home—moving it from place to place to determine lighting effects.

Of course the illuminator was old stuff to Wallie Smith. He is an electragist. The only reason he took the unit from stock at the store was because he thought his wife might be interested. She was.

So were his friends. They would have been interested sooner if they had known of the appliance and its merits.

"Hot diggity! There's the answer to 'what shall we give the old folks for Christmas'" shouted Tom White, the retail coal merchant.

"How about donating me an illuminator as a birthday present?" demanded blonde Phyllis Macklin of her capitalist husband.

Wallie Smith took orders for five illuminators before the evening was over. He made the sales without solicitation, of course; almost against his will. His friends were indignant that Wallie had been holding out on them; and they were elated to find something that was different as a gift for special occasions and served a highly useful purpose in their homes.

At least a score of illuminators were sold, directly and indirectly, from that one exposure of the appliance. Wallie Smith got the idea. He installed a radio in his car. Now several of his friends have their automobiles similarly equipped.

So Has Sam Davoren

In the same city, Sam Davoren, an electrical manufacturer's agent, was inspired to brighten up his daughter's evening lawn party by floodlighting a particularly beautiful cluster of rose bushes. The sorority girls—all of them from well-to-do homes—viewed the sight with "O-O-Os" and "A-h-hs." To them it was a revelation.

The hostess' father didn't even put in an appearance to talk about, or promote interest in, the lighting unit. Sam Davoren was buried in his den, milling over sales ideas. Next day, before noon, telephone calls from half a dozen fathers of the sorority coeds inquired what would be the cost of installing floodlights

By

Edwin H. Hoover

in their gardens or yards. Business picked up without delay.

The Wife Can Sell

Too many electrical dealers keep their stock-in-trade at the store. Not enough of them practice what they preach by equipping their own homes with the appliances and conveniences they sell. Very few merchandisers of electric equipment lead hermit lives. They entertain. Their friends drop in. Visitors are impressed if outlets are available to hook up this, that or the other convenience—a lamp, a toaster, a mixer, or whatnot—for unexpected use. An electric clock on the mantel is certainly more consistent in an electric man's house than a grandfather's clock in the corner. A new model radio set is a legitimate topic for conversation and will interest any guest.

Wives of electrical dealers can be of inestimable value to their husbands—and they function unconsciously, spontaneously. Almost every woman will enthuse over kitchen do-dads and gadgets. Let the hostess lead an informal feminine guest—or group of them—for they all like to have a hand preparing refreshments—into her electrically-equipped kitchen. If an electric beater, mixing bowl, ultra-modernized toaster, egg cooker, doesn't intrigue and create a desire to "have one just like it" in the visitors, it's because they already are supplied. No salesmanship is necessary. The desire to buy is created when something useful, novel, convenient is displayed in use.

The Fall's the Time

Right now, during the Fall, is a time for dealers to "expose" electrical merchandise for winter trade—in places other than their stores. Automatic waffle irons, toasters and up-to-the-minute types of percolators are noble agencies to prepare "snacks" for guests on cold nights. An electric heater will take the chill off a room not cold enough to demand furnace heat—and will impress visitors. An electric clock suggests a Christmas gift idea. The same thought applies to novel shapes, sizes, models of radios and floor lamps. Folks are receptive to ideas for Yule presents at this time of year; and when they discover something unusual, serviceable, new (without anyone trying to sell it to them) they pat themselves on the back for their originality.

Wallie Smith and Sam Davoren have no copyright on the idea to promote business outside their offices. Indirect selling, like indirect lighting, is subtle, effective.

mixers

260 KITCHEN MIXERS IN 8-WEEK CAMPAIGN

West Penn Puts Over Another One



The "cake chart" helped salesmen interest the housewife in a kitchen mixer.

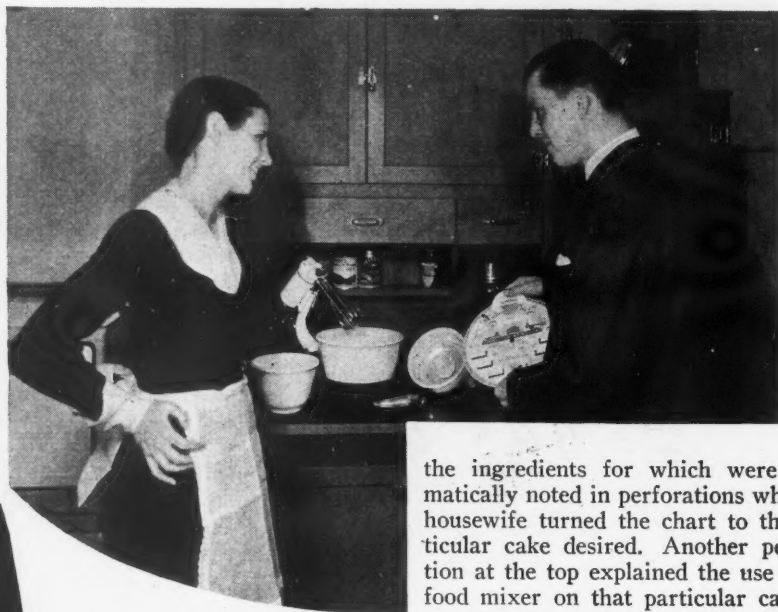
Besides giving the cake recipes, the chart pointed out the function of the mixer.

IDEAS are usually the most successful selling basis of any appliance campaign.

When the West Penn Appliance Company, merchandising subsidiary of the West Penn Power Company, Pittsburgh, put on a food mixer campaign recently, it was successful chiefly because it was built around an idea. The campaign ran from June 1 to July 30—eight weeks—during which time the forty stores of the West Penn Appliance Company set themselves a quota of 255 food mixers (Hamilton Beach). When

the campaign smoke had cleared away, West Penn's merchandising executives found they had sold 260 units.

Interesting and instructive was the method of attack—seeking a new approach to the housewife on acquainting her with the benefit of a food mixing device, they found a ready answer to their problems in the food mixing cake chart. The "cake chart" itself was a simple enough device. Arranged in clock fashion on the chart, which was designed to hang in the kitchen, were recipes for sixteen various kinds of cake,



the ingredients for which were automatically noted in perforations when the housewife turned the chart to the particular cake desired. Another perforation at the top explained the use of the food mixer on that particular cake.

Ingenious, useful in itself, the cake chart found its greatest usefulness as an aid to salesmen in both contacting prospects and in obtaining new leads from customers already owning food mixers. Promotional letters were sent out to customers owning electric ranges and to customers who had recently made their last payment on some other electric appliance. In addition, a regular schedule of cold canvassing was laid out for the company's salesmen. The device was sold for \$19.95 cash, or \$1 down and six months to pay with a finance charge. The salesman's commission was \$2 on each mixer plus a bonus of \$.50 on each mixer if he sold ten or more.

Interesting, from the standpoint of central station thinking, was the approach to the food mixer as a device which would help popularize even more the use of the electric range. The value of the "cake chart" in achieving this end is demonstrated when West Penn men found that approximately 40 per cent of the 260 sales were made to housewives who received this clever device.

Being a small appliance, the food mixer found an especially enthusiastic sales organization among the store clerks and meter readers, and the results of the campaign, held as it was in the quiet months of the summer, bore out this contention.

West Penn officials expressed their satisfaction with the results of the campaign. In the words of W. J. Miller, Advertising Manager of the company, "This campaign has permanently established the electric food mixer with us as a profitable item with tremendous sales possibilities. It fills a definite need in the home, and with the proper sales push, it should result in good volume throughout the entire year."

KRESGE'S TIE UP WASHER, IRONER

*Advertise Complete Home Laundry
for \$89.45*

KRESGE'S, Newark, utilized a smart tie-up between the Mengel Washer-Dryer and the Meadows Portable Ironer in introducing the former product to the North Jersey public as "exclusive with Kresge's, in Newark." The new machines were advertised together as a complete laundry for \$89.45; separately the ironer was \$49.95 and the washer-dryer \$39.50.

The two machines were displayed and promoted in combination. A model kitchen of the average size demonstrated how little room the pair occupies, while the "Kresge Institute," a home page "published in the interests of better homemaking" by this store in the Newark papers called it a "Laundry Compact" and introduced it as "It's fun to wash and iron with this outfit."

The Kresge Institute article, after tracing the history of clothes washing from the days when men first wore linen next to their skin, emphasized the small laundry space generally available today and then presented "The Laundry Compact which occupies no more space than the kitchen sink." The laundry was described as being 54 inches long, 21 inches wide and 36 inches high and small enough to "stand at the end of the kitchen sink."

"It houses an electric washer and dryer on its own little stand, an electric ironer with table of its own and shelves for soap and bluing. The cover serves as a table for preparing breakfast. The shelf above carries the electric equipment for this meal."

WASHERS TO CLEANING STORES

LARRY Long earned himself the managership of the Tracy store of Wilson-Schulz & Co., Stockton, Calif., appliance specialty organization, by the exercise of one bright idea and considerable hard work. Salesman Long has many ideas, but this one grew from the sight of many high school youngsters coming home from school in dirty corduroy trousers. In certain university circles dirt on the corduroy trousers is somewhat of a distinction, but with high school lads, still under the matronly wing, dirt is something to be removed as quickly as possible.

Salesman Long visited every dry cleaning plant in the area assigned to

him. He offered them an excellent money making idea. It consisted of buying from Mr. Long an Easy washer, of the wringerless dryer type, in which the dirty cords could be washed thoroughly, and of a certain rinse of light dye by which to restore to the washed cords their pristine color. The idea further included the means of advertising such a service to the school boys, mothers by means of letters and handbills.

That the idea proved successful both to the cleaners and to Larry Long is attested by the fact that he sold practically every tailor shop and cleaning plant in his territory. According to V. J. Durvin, manager of his company, it also earned him the managership of the Tracy store.

STORE SALES ONLY SAYS KUHNHAUSEN

That washing machines are better handled as a store business, rather than by field selling, is the opinion of A. E. Kuhnhausen of the Electric Service and Sales Company of Portland, Oregon. Mr. Kuhnhausen at one time specialized

in washing machines on a large scale, handling as much as \$1,000,000 worth of machines in a year's time, with a large crew of salesmen in the field. He suffered from the slump in the washing machine business of a few years ago and at that time withdrew entirely from field selling, starting over again in a small way with washing machines purely as store merchandise, to be sold without canvassing and so far as possible without home demonstration.

In several years' time he has built up a business which, while not reaching anything like the former volume, is in his opinion far sounder and productive of a larger actual profit than that developed under earlier conditions.

The chief reason for this, of course, lies in the fact that his relations with customers are directly under his own control. The field salesman who can be trusted fairly to represent the policy of the management is almost nonexistent, in his opinion. Reverts and bad accounts under his present system have fallen to a fraction of their former percentage and what is more, the company's good will is steadily growing, instead of suffering from the high pressure selling methods and misrepresentations for which salesmen were formerly responsible.

Mr. Kuhnhausen has found it quite possible to develop the washing machine business without outside contacts. He does a fair amount of general display advertising in the newspapers and maintains an advertisement in the classified section of the telephone book. Direct-by-mail methods he does not approve of, unless they are to be followed up, which is not within the scope of his present plans.

"Different" Machines Demonstrated

As a rule, sales are made complete in the store, with no demonstration, except that possible by showing the washer in operation. When a "different" or expensive machine is to be sold, however, which must be accepted because of its special merits, it is sometimes necessary to take it into the home for an actual washing operation. In this case, assurance is obtained that the washing machine will stay when it is sent out, providing its operation proves satisfactory. The deal is closed at the end of the first day, or the machine is removed. Usually it remains.

Mr. Kuhnhausen foresees that a certain amount of field selling will be necessary in the refrigerator department, but this necessity he hopes to meet by allowing the firm to grow with the growth of the business, rather than to build up again any extensive sales force.



KRESGE IDEA

They put a portable washer, portable ironer together; advertised complete home laundry for \$89.45.



Sell the



A New Fear **OBSOLESCENCE**

*Is making him
prick up his ears
to appliances*

IT'S A HARD winter when the hay hunts the horse, according to an old English proverb. And that's about the answer you would have obtained from an electrical dealer two years ago had you suggested selling firms in financial difficulties.

However, in Chicago, with anywhere from 83,990 to 125,985 of the city's 251,971 apartment buildings and hotels in the hands of receivers, appliance dealers in that city have had to consider the idea of selling bankrupt buildings whether they wanted to or not. The way in which they work, and the motives that move their prospects, the receivers and trustees, constitutes this story.

Receiverships, originally considered duck soup propositions by which some lawyers pocketed 5 to 9% of a building's revenues without financial responsibility, have shot up to the dimension of a major industry for Chicago. With the Chicago Title and Trust Co., for example, the receivership department has grown from 15 to 150 people, and today is said to handle approximately 800 buildings. Properties have shown such possibilities as juicy plums that politicians are now poking

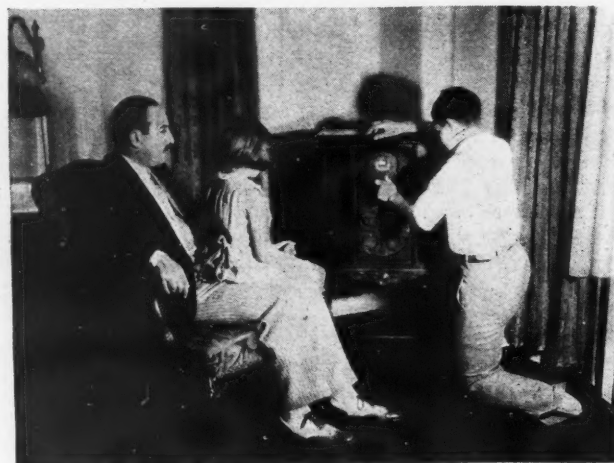
their proboscises into the picture, much to the dismay of orthodox real estate operators.

Who Sits in the Saddle?

THE maze of legal avenues that an appliance dealer has to tread to sell this sort of business is a puzzle to many. Who sits in the saddle, who is actually the man that swings the sale? That is a question that is bewildering. Let's start by considering what has happened.

When an apartment or hotel is unable to pay interest on its bonds, it is in a position to be tipped over into receivership. If this takes place, control is immediately assumed by a receiver who is appointed by the court. The court has to O.K. the receiver's major decisions. Actually, during the receivership, a building is in a constant state of litigation.

The alternative to a receivership, in case the building



RECEIVER....

He has to Keep the Property Running

owner fails to lay interest money on the line, is a trusteeship. This is accomplished by the bondholders grouping and appointing a trustee who operates the building for approximately 1 to 2% of the revenues instead of the 5 to 9% that the receiver gets. Furthermore, the trustee is free of the red tape that hampers any building mixed up with a court.

Button, Button, Who's Got the Button?

INSTEAD of having to face an owner or manager who is interested in the profits he can get out of his investment, the salesman finds himself in a legal atmosphere that is redolent with talk of torts and assignments, and with seemingly no one interested in whether the building makes any money or not. There was a time

when this lackadaisical spirit was quite true, when a receiver simply gathered up the odds and ends, rented the building for what he could get, and proceeded to iron out the differences, happy in the knowledge that his share of the revenues would take care of him personally. This golden age has passed in Chicago and today receivers are running into the astonishing fact that some apartments and office buildings cannot be rented at any price in their present condition. With Chicago apartment hotels about 45% filled, and apartments only approximately 76% rented, the receiver has made the discovery that he too is taking a cut, and it is high time that something be done.

Loss of income, and failure of time worn recipes to fill up buildings, has caused receivers to listen to new formulas for renting buildings. Obsolescence is at last coming home to roost.

Selling him, however, still requires a special technique. The receiver is not the only man who must be sold, according to W. H. Leahy, main office sales department manager for R. J. Cooper, Jr., distributors of General Electric appliances. Mr. Leahy lists as the people who must be seen the following in the order of their importance: 1. The former owner. 2. The owner's attorney. 3. The complainant's attorney. 4. The receiver. 5. The receiver's attorney.

The former owner, maintains Mr. Leahy, is the



Occupancy in one hotel jumped from 62 to 98% when electric refrigerators were installed

(LEFT)

In first-class furnished apartments today it is taken for granted that a radio will be part of the picture



An electrified roof garden with music from a radio record player proved an attraction in getting business.

(INSET)

The most desirable type of tenant demands electrical conveniences, say hotel managers.

individual who knows the most about operating the building and the man who stands the best chance of again getting title to it. His word bears weight with a reputable receiver, who after all must go into court for permission to make any capital investments. After all five parties have read the petition and are sold on it, there is a good chance that the installation of the appliances will be approved.

The technique of selling to a building in default is through a lease agreement. Title is retained by the firm selling, with the understanding that when the total monthly rentals have been paid, the title will be turned over to the building.

How Far Can a Receiver Go?

"JUST how far a receiver can go in making capital investments to improve the building is a moot question," declared B. R. Roberts of the Real Estate Receivership Department of the Chicago Title & Trust Company. "A building in receivership is a building in litigation. Putting in electric appliances constitutes a capital investment. There is some doubt as to whether this act is within the province of a receiver, who is really charged with straightening out the title and finances. I realize that many men in charge of properties do improve them with the view of making them more profitable or insuring a return. In our case, when improvements have been made, the tenants have been charged more rent. We are up against the fact that many families are huddling, that is, doubling up with one another, and where there is much of this no types of improvement will fill up a building. For the first time in my recollection, the cheapest and poorest lighted apartments in buildings are going first. This makes it difficult to operate on a cost-plus basis which we used to do when we put in improvements and charged the tenants more rent. In my opinion, at the present moment the opportunities for increasing tenancy in this fashion lie in the apartment hotels and the better grade apartments.

"There is no doubt about the value of electrical appliances in increasing the rentability of an apartment building, and as soon as conditions return to anywhere near normal I look for a great many building managers to seize upon this factor as a means of increasing their occupancy list."

ONE firm now weathering this real estate storm in Chicago has a definite program of modernizing with electrical conveniences as a remedy for ailing buildings. The manager of the company has given ELECTRICAL MERCHANDISING some examples from their experience but has requested that the company name be withheld.

"We are past the era where a family or firm simply wants to get a roof over its head," he said. "Anyone can easily find two buildings equally well situated, equally well supplied with transportation. What causes the family or the business man to decide are the comforts and conveniences the building offers. It so happens that most of these factors are electrical appliances. Take ice water in a building, for instance. Its value in causing people to choose that building outweighs the cost of putting it in. Air conditioning is another item to be considered. It's the coming thing as sure as you're a foot high. I'll venture to say that even in an overbuilt

neighborhood a man today can erect a new building, air condition it from top to bottom, and he will make money in the face of yawning space all around him."

Proof of the Pudding

TYPICAL of the property that this company has "dressed up" is a larger Chicago apartment hotel. In default in January, 1931, its apartments were only 62.03% filled. Acting as trustee for the receivers, the company rededicated, put in new furniture where needed and, most interesting to electrical readers, installed \$19,031.11 worth of appliances, as follows:

93 General Electric refrigerators @ \$190.80	\$17,744.40
1 General Electric refrigerator @ \$170.	170.00
1 475 Arco Vacuum Cleaner	329.11
2 Premier Vacuum Cleaners	85.00
1 Instograph time recorder	125.00
1 Black & Decker electric drill	55.00
1 No. 1224 R.C.A. Loud Speaker	175.00
1 Conn Mike Paging System	40.00
1 Electric Paint Spray Gun	77.50
1 Electric Glow Fireplace Grate (lobby)	58.50
1 No. 10 Westinghouse Fan	21.60
1 Hot and Cold Fan	15.00
1 Airmaster Wall Ventilator	35.00
	<hr/>
	\$19,031.11

The top of the building was transformed into a roof garden with festoons of electric lights. Music was supplied to the roof garden by means of a radio record player, heavily amplified. A special wiring arrangement permitted telephone operators downstairs to cut in and page any guest at will. As a result of these improvements, according to the building operator, the occupancy in August, 1932, a bad month for hotels was 98.11%.

To show that the experience with the property cited above which was built in 1920, was not a fluke, here is another experience of the same company. On April 19, 1931, the second building was 66.95% filled. On August 31, 1932, the date this story was written, it was 79.22% filled. Credit for this increase in the sale of space was largely given to the following investment in electrical appliances and their power of attracting new guests:

180 General Electric refrigerators	\$33,020.22
180 Outlets	1,092.00
Extra Trays for refrigerators	20.00
1 Instograph time recorder for telephones	90.00
1 Electric meter	36.40
4 16-in. Westinghouse fans for coffee shop	76.01
1 Suction fan	33.00
2 8-in. Westinghouse fans	17.90
1 R.C.A. loud speaker	175.00
1 Conn Mike Paging System	40.00
	<hr/>
	\$36,600.53

The bugaboo of obsolescence at last has risen to threaten the peace of mind of the receivers and trustees, according to a smart Chicago realty operator. From now on it will be just as important to modernize the building as to correct the financial structure. And realizing this is the key to the difficulty.



RICHARD COOPER, JR.

When he's not getting refrigerator sales votes, he is teaching Chicago to cook by electricity.

FIRST ELECTRIC RANGE CAMPAIGN

AN AMENDED electric rate is permitting lagging Chicago to see its first electric range campaign this autumn, sponsored by R. J. Cooper, Jr., distributor of General Electric refrigerators, Hotpoint ranges.

Adapting percolating tactics rather than a blast of publicity, R. J. Cooper, Jr., salesmen are busy calling on old refrigerator customers, initiating them into the mysteries and advantages of the range. Talking points revolve around the electric kitchen, which is comprised of a dishwasher as well as a range and refrigerator, but direct mail going out stresses the range alone.

The strategy of the campaign lies in inviting prospects to the seven branches where demonstrations of range virtues are to be put on under the supervision of Miss Nell Snavely, home economist for R. J. Cooper, Jr. Later, it is expected the salesmen themselves will become expert enough to turn out their own biscuits.

Aiding and abetting the R. J. Cooper, Jr. Company, has been the Edison General Electric Appliance Corporation, makers of Hotpoint ranges. Seeing

that the rate amendment made ranges feasible in Chicago, from March to June employees were encouraged to talk to friends and neighbors regarding electric cooking. Demonstrations were given at the company auditorium. Sales and leads were turned over to R. J. Cooper, Jr., with Hotpoint employees getting a commission from same.

The first customer in this first electric range drive in Chicago was the Seneca Hotel. Sales are being made on a time payment basis, the total price scaled to include necessary wiring.

MOVIE SCOOP

PARIS may be the style center for gowns but for household equipment, folderolls, furniture or interior decoration the great American public goes to a movie, gets an eyeful, goes home to do likewise. Hollywood sets the fashion in modernistic furniture, slothful davenport, luxuriant bathrooms. No small event, therefore in the history of electric cookery, long and hard fought evolution that it has been, is the adoption by Hollywood of the electric range as the last word in kitchens. And to the George Belsey Co., Ltd., distributors, dealers for General Electric refrigerators and ranges in the southern California area, must go the credit for having given the electric range its "break" into the films.

First motion picture to use an electric range consciously and with deliberate intent, was the George Arliss feature,

5-ROOM APARTMENT

Electric Refrigeration **\$50** Electric Ranges
a month

Only 2 Apartments Still Available

BIGGEST RENT VALUE

Two attractive five-room apartments in this modern 4-story building at 111-113 West Harrison St. are now available. Newly decorated, quiet, comfortable, with plenty of fresh air and light. **ELECTRIC REFRIGERATION**. Conveniently located near "L" and bus lines. Only 2 blocks from beautiful Columbus Park with its 34-hole golf course, swimming and other recreation facilities. In addition to these advantages, the owner offers to desirable tenants, the modern convenience of...

111-113 WEST HARRISON ST.
ONE PARK BL.

A Real Modern Kitchen

GENERAL ELECTRIC
ELECTRIC Hotpoint RANGE

Faster, more economical, clean, electric light—done as cool as range kitchen table. These are the outstanding advantages of the fast, new GE-Hotpoint Electric Range. The cost of a Hotpoint cooked meal is less than a penny per person. And you never tasted more delicious food! Accurate timing and temperature controls permit you to actually cook a whole meal while you are away from home.

The Modern New Hotpoint Electric Range Is
New — Fast
Automatic
• Clean — Cool
Economical
• Simple — Safe
Accurate
• No Extra Cost

Electric ranges helped to rent them.

"A Successful Calamity." Two of the hostess model ranges were placed side by side to form a large residence installation.



MAID AND ELEVATOR BOY

Found the new electric range a novelty in Chicago. They are watching the kettle boil to see if it really works.

secondly, because they are assured of a position the year round. When the season is slack we continue the men's drawing accounts because we know from past experience that the men will make enough during the busy season to easily make up any deficit he incurred when things were not so busy. I can't think of any other thing I consider so important because in a business like this where we depend for our entire volume on the ability and the thoroughness of the men out in the field, we couldn't take a chance with men who didn't feel that they were not part of the company and whose interests were not definitely tied up with ours. Call it cooperation or what you like but we all look upon ourselves as equals here. And when you come right down to it, we are all working towards the same end."

What Depression?

I ASKED Mr. Lieberman if the generally depressed state of business and especially the drastically curtailed buying power of the home-owner hadn't been a big obstacle. His reply was characteristic of the spirit which seems to animate most of the men in the company.

"As far as our business has been concerned," he said, "we would hardly have been aware of the depression unless we read the papers. Frankly, it just doesn't seem to have made any difference. Savings have been made chiefly on small things. Why, do you know I think I would have a harder job selling a woman a \$2 hat than I would selling an oil burner installation that would cost anywhere from \$800 to \$1,000. That may sound absurd, but when you consider the psychological aspects of the transaction, it begins to become reasonable. People who own their own homes can still be induced—far more easily than you would imagine—to spend money on them. The enormous convenience and cleanliness of the oil burner is, of course, its best selling point. And when you couple that with the doubly effective argument of fuel savings and economy it brings, there are few householders that remain unconvinced. The only problem in this business is to bring the story to their attention. They may not act immediately but once they know what oil heat will do for them—once they go round and talk to their friends who are invariably enthusiastic—then they are hot prospects. That's our job—telling as many people as possible the story of what an oil burner will do for them.

"For the same reason, we can't afford to have any dissatisfied customers. Nothing affects oil burner sales so much as word-of-mouth talk in a neighborhood. A really enthusiastic customer can do us more good than almost anything else I can think of. Last winter, one of our customers found that the first year he used an oil burner in his home, that none of his four children had colds. The oil-burner had maintained an even temperature of 68 degrees in his house all winter long whereas with the old furnace it fluctuated from 60 degrees up to as high as 85 and 90. Naturally, when the children went outdoors, the extreme changes of temperature had made them easily liable to colds. That particular customer was so impressed that he went around to all his friends urging them to buy an oil-burner.

"On the other hand, a bad installation can have just the opposite effect. There was a section in our territory

recently where we found it almost impossible to sell. An oil-burner installation in that neighborhood smoked so badly that it prejudiced everyone against burners. We did not know what the make was and didn't care much, for that matter. What we did want to do was to correct the thing if possible. So did a number of other dealers who were trying to sell in the territory. We finally got to the thing by having the man who supplied the fuel oil go down in the cellar and look at the burner on some pretext or other. He found that it was in a house that had not been occupied for four years except by an old caretaker. The oil burner had been installed all those years and never even been looked at. Nothing was seriously wrong with it only a small adjustment was needed. We saw to it that the burner was serviced and have never had any trouble from that neighborhood since. In fact, some of our most enthusiastic users are in the section."

Few things are overlooked in the O'Brien organization when it comes to oil-burner selling. A prominent or important oil heating installation by their company is used with telling effect. For instance: recently, the May Company received the contract to equip the entire Vatican in Rome. The O'Briens capitalized it to great advantage with the Italian and Irish householders in their community.

"You've got to be careful with that sort of thing, though," said Dave Liebermann. "We sold an installation recently to the Catholic Church in a neighboring town. In the course of my selling talk I commented to the Father on the Vatican installation. He looked at me very gravely for a minute and then said 'I am not interested in the type of oil burner the Pope saw fit to install in the Vatican. I am interested in obtaining the oil burner best suited to our requirements here.' " Wisely, Mr. Liebermann kept his presentation to the installation he was selling—and got the order.

Recently, Loesers, one of Brooklyn's large department stores took on the oil burner handled by the O'Brien organization. Another opportunity for profitable tie-in. Now all burner prospects, residing in the territory covered by the O'Brien company, are referred to them by the Loeser store on a percentage basis.

Salesmen Only Sell

THE O'Briens are not hampered by hard and fast rules, any set formulas. When it comes to the matter of down payments, a salesman is instructed to gauge, as nearly as possible the customer's ability to pay. As a result instead of the customary ten or twenty per cent, the O'Briens in a large number of instances collect the entire amount or up to 50 per cent of the purchase price. The salesmen, too, are not governed by any strict routine. They are expected to do a certain amount of cold canvassing but as the company is small and all are concerned with results obtained, the methods of going after business, once territory is assigned, follow no set rule. Salesmen, it might be noticed, however, are not expected to do anything in connection with installation, with service, with collections or with any other thing not directly connected with selling. Selling is their job. They know it is their job. And if the O'Brien organization has learned one thing more than another, it is to stick to the job till hell freezes over.

A CAKE MAKING RACE

45 years' experience VS. 12-year old with mixer



"For why should we pay out almost twenty dollars for an electric mixer?" demanded Grandma Anderson. "Haven't we got enough ways to spend money?"

"But grandma, we can try out this one and see if you like it," 12-year old Helen protested.

"Phooey! I can make cakes twice as fast as that thing."

"I betcha," was Helen's comeback.

So a race was arranged, with it agreed that Grandma should turn it out by hand, using her 45 years of experience, and Helen should use the electric mixer. Following is the record of the race:



GRANDMA

By Hand
min.

15	Creaming butter and sugar
1	Beating yolk
6	White
4½	Sifting dry ingredients
10	Final mixing
<hr/> 36½	

HELEN

By Mixer
min.

5
3
3
4½
7
<hr/> 22½

GRANDMA

By Hand
min.

2
5
4½
8
<hr/> 6
25½

1
3
4½
5½
2
<hr/> 16

Total time

HELEN

By Mixer
min.

16

"That's not fair," said grandma, "A chocolate cake is harder to bake. Let's try gingerbread." Operation follows:

And so it came about that grandma was sold.

(Continued on Page 52)





THERE are scores of different makes of electric refrigerators, yet, in five short years the General Electric has won its place in 1 out of 3 homes with modern refrigeration—a record seldom equalled in sales history.

This amazing endorsement means a great deal to General Electric Refrigerator retailers. It means unusual public confidence in the name General Electric. It means a huge army of users whose enthusiastic recommendations to friends are making more sales every day for G-E retailers.

It also indicates the effectiveness of the intensive selling and merchandising support offered by the General Electric Company. Outdoor advertising, local newspapers, nation-wide radio, national mag-

azines and direct mail; special selling campaigns, salesmen's training, door-openers and slide-films of demonstrated effectiveness—the most comprehensive program offered in the industry—aimed at one goal . . . quicker, easier retail sales!

Every moving part of the G-E mechanism is hermetically sealed within the steel walls of the famous Monitor Top—protected against air, dirt, moisture—against neglect and abuse. The resulting dependability and freedom from trouble means that the G-E retailer is not burdened with an expensive service department. He *keeps* his profits.

General Electric Company, Electric Refrigeration Department, Section DE 10, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.

GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

*A Huge Monitor
Top Election Cam-
paign — backed by
powerful advertis-
ing and sales helps
— is now develop-
ing fall sales for
G-E retailers.*

A CAKE MAKING RACE *(continued)*



Granddaughter Eleanor ground in 5 minutes the same amount of meat that it took Grandma 18 minutes to do and without any puffing or turning a crank. That's Grandma in the picture above.

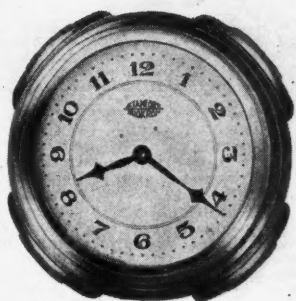


Last but not least, it's just as much fun to 'lick' the mixer after a cake is finished as it used to be to clean up the cake bowl.



Helen juiced 7 oranges in 4 minutes —Grandma took 12 minutes for the same breakfast job and couldn't get quite as much juice per orange either.

Review of NEW Products



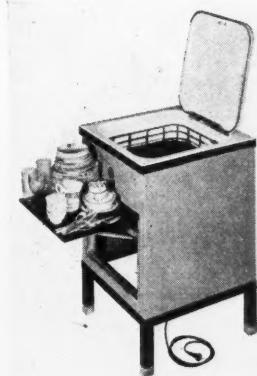
Duokron Clocks

Stanford Products, Ltd.,
1663 Mission St., San Francisco, Calif.

Models: 535 and 536 table and desk;
545 kitchen.

Description: Auxiliary powered with a spring motor to run at synchronous speed during current interruptions approximately 45 minutes. Models 535 and 536 die cast metal case, green, blue, yellow, red, and rose—also finished in statuary bronze, sterling silver plate and 24 carat gold plate; etched silver dial; convex glass; Model 536 is equipped with alarm; Model 545, molded case, green yellow, blue or ivory; etched silver dial; convex glass.

Prices: 535—\$4.95 in colors; 536—\$6.65 in colors; 545—\$5.95; 535 and 536 plate finishes slightly higher.—*Electrical Merchandising*, October, 1932.



New GE Dishwashers

Edison General Electric Appliance Co.,
5600 W. Taylor St., Chicago, Ill.

Device: Sink, with or without cabinets, mounted on legs or built to floor models are included in this new line.

Special features: "Magic Control" feature simplifies operation—dishes are placed in washer, cover lowered and control turned on; control mechanism is contained in small sealed box; removable "Crum-Cup" gathers crumbs and particles of food; rubber coated trays; smooth cover top may be used as kitchen table when cover is on; stainless metal or vitreous enamel tops in white or color.

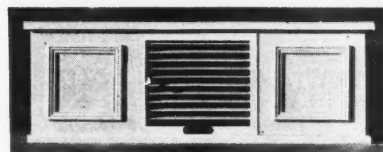
Capacity: Complete dinner service for 8 people.—*Electrical Merchandising* October, 1932.

New Ivanhoe Lamps

Ivanhoe Division, The Miller Co.,
Meriden, Conn.

Device: 5 new portable lamps.
Description: IL 1685, combination torchiere and bridge lamp; 3 lights; parchment shade; 56 in. high as bridge lamp; 65½ in. high as torchiere. IL 1682, floor lamp; 3 lights; 54 in. high; harmonizing pleated silk shade; turn-button switch. IL 1681, bridge lamp; 1 light; round pleated silk shade; 55 in. high. IL 1864, torchiere; 300 watt medium base bulb; 1 light; 64 in. high; turn-button switch. IL 1683, floor lamp; 4 lights; antiqued parchment shade; 64 in. high; turn button switch.

Prices: IL 1685, \$14.15; IL 1682, \$10.85; IL 1681, \$8.65; IL 1684, \$6.65; IL 1683, \$11.—*Electrical Merchandising*, October, 1932.



Maxim-Campbell Air Conditioner

Campbell Metal Window Corp.,
100 E. 42nd St., New York City;
Div. of American Radiator &
Standard Sanitary Corp.

Purpose: Filters, cleans, circulates air, eliminates noise.

Type: Window cabinet.

Special Features: Rheostat on motor permits control of ventilation; labyrinth after principle of Maxim Gun Silencer absorbs noise; Filtro-Bac mat filters dirt, bacteria, pollen out of air.

Price: \$125.—*Electrical Merchandising*, October 1932.

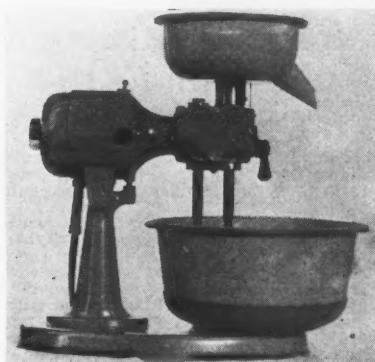


Westinghouse Waffle Irons

Westinghouse Electric & Mfg. Co.,
Mansfield, O.

Description: Waffle iron with china base; fully automatic, aluminum grids; chrome plated top casing; 800 watts. Model CDC 54 Standard waffle iron; heat indicator; insulated handles; chrome plated; 600 watts.

Price: China base waffle iron \$9.95; CDC 54, \$7.95.—*Electrical Merchandising*, October, 1932.



Kaidette Mixer

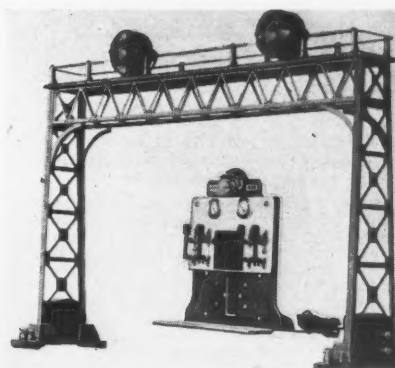
The KitchenAid Mfg. Co.,
1032 Olive St., Troy, Ohio

Attachments: Whipping beaters; flat beaters; juicer, 2½ qt. and 1 qt. Voll-rath enamel bowls, ivory outside and white inside.

Special Features: "Load Compensator" enables motor to develop full power at all speeds, the manufacturer claims.

Finish: Apple green.

Price: \$29.75 complete. \$1 higher west of Kansas-Colo. line.—*Electrical Merchandising*, October, 1932.



Lionel Toy Signal Bridge

The Lionel Corp., 15 E. 26th Street,
New York City.

Device: No. 440 toy position light signal bridge.

Description: Reproduction of signal bridge used on modern railroads. Position of clear lights determines movement of train. When 3 lights are in horizontal position, train stops and remains stationary until light changes to vertical position. Position of lights controlled by means of illuminated panel board supplied. Two control levers in center of panel—one for each set of lamps—will control movement of 2 train. Four knife switches on panel can be used to control other accessories. Provision also made for attaching control levers of electrical operated switches. For use with "O" gauge or Standard gauge equipment. Twenty inches wide, 14½ in. high, 3½ in. deep.

Price: \$12.50.—*Electrical Merchandising*, October, 1932.



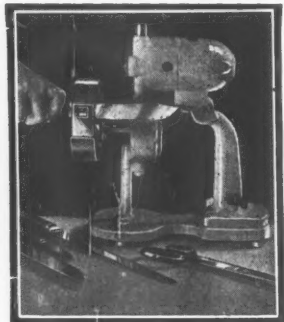
Kitchen-ETTA

The A. C. Gilbert Company
New Haven, Conn.

Device: Beater, food chopper, knife sharpener, juice extractor, drink mixer, coffee grinder and ice cube chopper.

Description: Fitted with double worm gear drive and air cooled Gilbert motor, with four power outlets, and 3 controlled speed variations for each function. Arm tilts back for use with beater. All attachments click on without screws or bolts.

Price: \$24.50. Extra coffee grinder and ice cube breaker, \$2.50 each.—*Electrical Merchandising*, October, 1932.

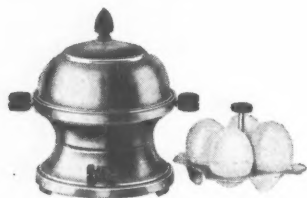


New Mixmaster Attachment

Chicago Flexible Shaft Co.,
Roosevelt Rd. & Central Ave.,
Chicago, Ill.

Device: Knife sharpener attachment for Mixmaster—sharpening stone encased in housing painted to harmonize with mixer; guide insures blade being held in correct position for scientific sharpening; housing catches grit and dust; provision is made for changing position of stone as it wears down; operates from same power unit as food chopper, meat grinder and can opener.

Price: \$2.00 attachment only.—*Electrical Merchandising*, October, 1932.



Universal Egg Cooker

Landers, Frary & Clark,
New Britain, Conn.

Device: Automatic egg cooker; requires 1 teaspoonful of water for each minute eggs are to be cooked; thermostat shuts off current when water has evaporated; removable egg rack; 420 watts; 6½ in. high.

Price: \$7.50.—*Electrical Merchandising*, October, 1932.

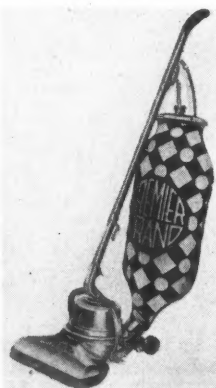
Interval Timer

Measured Time, Inc.,
La Porte, Ind.

Device: "Measured Time" Electric.

Description: Patented Hawkeye Timer dial, set from front with a range of 1 to 120 min.; adjustable buzzer signal; long red second hand on a separate seconds circle for laboratory counts and tests of less than a minute duration. Also available with pilot light, inside dial light, extra loud horn, a switch by remote control, at additional cost. Richelain molded case, black, ivory or onyx.

Price: \$9.50.—*Electrical Merchandising*, October, 1932.



New Premier Cleaner

The Premier Vacuum Cleaner Co.,
1734 Ivanhoe Road, Cleveland, O.

Device: Model 107 Premier "Grand" floor machine.

Brush: Self cleaning, rotary.

Weight: 18½ lbs.

Special Features: Rubber cushioned motor; shock absorbers and gaskets of live rubber to absorb vibration; improved aluminum suction fan, low, tapered and curved blades; large air passages; wider nozzle and bumper; ¾ in. nozzle adjustment for different nap thicknesses; 4 rubber wheels; foot controlled handle lock; chromium plated handle.—*Electrical Merchandising*, October, 1932.



Illuminated House Numbers

Arrow Electric Div.,
The Arrow-Hart & Hegeman Electric Co.,
Hartford, Conn.

Device: House number units for houses, apartments, hotels. White numerals on black field; readable 75 ft. away in daylight or darkness; Cadmium finished plate fits over rubber mat; standard candelabra base lamp with each unit; 2-gang unit for 3 to 4 numbers, single-gang unit for 1 or 2 numbers.

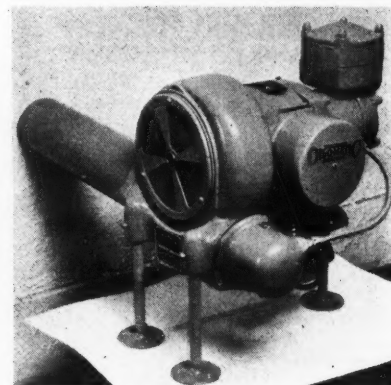
Review of



Coleman Percolator

The Coleman Lamp & Stove Co.,
Wichita, Kansas

Description: Percolator automatically controlled by a new pump feature that stops percolating process when coffee is ready to serve; prevents boiling water from being pumped over coffee; when water reaches 190 degree flow of water automatically stops; solid copper pump with Monel valve ball; 3 models, Ariel, Colonial and Diana; Chromium plated.—*Electrical Merchandising*, October, 1932.

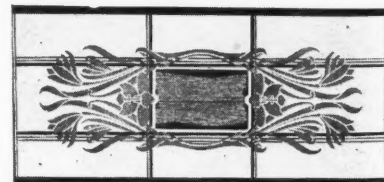


Oil-O-Matic Oil Burner

Williams Oil-O-Matic Heating Corp.,
Bloomington, Ill.

Device: Improved model K now known as Model KB Oil-O-Matic.

Description: Some improvements: quiet operation; current consumption reduced; all parts simplified and made more accessible; burner assembly, metering pump and other units easily removed; installation cost reduced by low voltage thermostat with 2 wires; moving parts mounted on 1 shaft; new diffuser with packing gland eliminated; new screw adjustment located at bottom of metering pump housing; improved nozzle; 3-point suspension; blue finish, other colors available at \$3 additional; 28½ in. long, 19 in. high; Model KB 1200, 137 lbs. ½ hp.; consumes ¾ to 3¼ gals. per operating hour; Model 1800, 140 lb.; ¼ hp. consumes ¾ to 5 gals. oil per operating hour.—*Electrical Merchandising*, October, 1932.

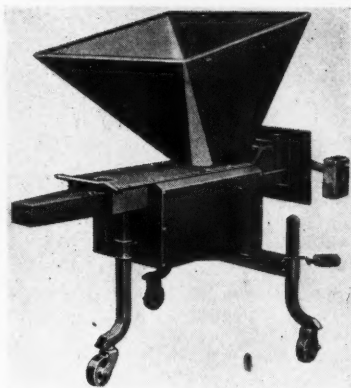


Dennison Crepe

Dennison Mfg. Co., Dept. E,
Framingham, Mass.

Description: New Dennison crepe paper for store and window decorations; 48 colors; new packet designed to show actual color of crepe paper at a glance the manufacturers claim.—*Electrical Merchandising*, October, 1932.

NEW Products

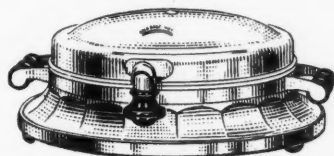


Auto-Home Stoker

Auto-Home Stoker Corp.,
1730 S. Michigan Ave., Chicago, Ill.

Description: Domestic coal stoker, designed for average home from 6 to 12 rooms; feeds fire and shakes grate; hopper holds 300 lbs. coal; produces even, economical fire, the manufacturers claim.

Price: \$179.50.—*Electrical Merchandising*, October, 1932.



New Handy Hot Appliances

Chicago Electric Mfg. Co.,
2801 S. Halsted St., Chicago, Ill.

Devices: AF-43 Waffle Iron; Z-61 Radiant Heater; Handymix Drink Mixer; ZU-60 Fan Heater.

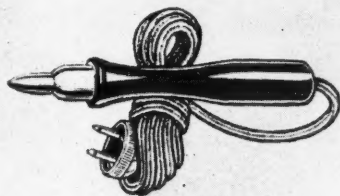
Descriptions: Waffle Iron, 7½ in. aluminum grids; heat indicator; 600 watts; chromium finish.

Radiant Heater, 10 in. chromium plated Colonial panelled reflector bowl and wire guard; 14 in. high over all; art metal base; 645 watts; 2-tone black and orange finish.

Fan Heater, portable, circulating air heater, mahogany brown crackle; 1000 watts.

Drink Mixer, detachable agitator induction type motor; green and ivory enamel finish.

Prices: Waffle Iron, \$4.10; Radiant Heater, \$1.60; Fan Heater, \$4.50; Drink Mixer, \$1.60.—*Electrical Merchandising*, October, 1932.



Alnic Pencil

A. L. Nicols Co.,
6 N. Michigan Ave., Chicago, Ill.

Device: Electrically heated pencil for a.c. or d.c. current, writes through gold, silver or colored foil. Recommended by manufacturer for use on leather goods, wood, greeting cards, souvenirs, etc.; chromium finished point; ebony or ivory handle.

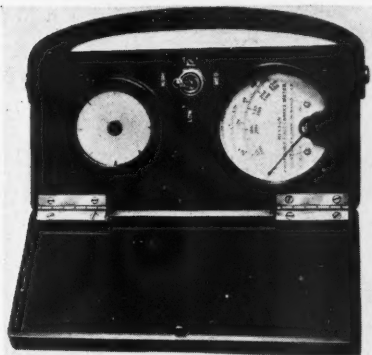
Price: \$3.50. Additional foil 50c. a roll.—*Electrical Merchandising*, October, 1932.

Weston Foot-Candle Meter

Weston Electrical Instrument Corp.,
Newark, N. J.

Device: Pocket size foot-candle meter, built especially for salesmen's use; calibrated to read directly on 3 ranges: 50, 250 or 500 foot-candles.

Description: One cell is used as adjustable light collector with readings appearing on 2.36 in scale; cell and instrument are housed in black molded case.—*Electrical Merchandising*, October, 1932.



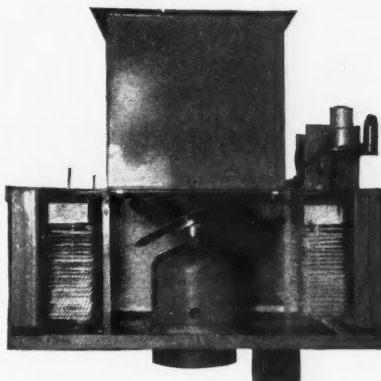
GE Humifilter

General Electric Co.,
1 River Road, Schenectady, N. Y.

Device: Ductless air conditioner, circulates, filters and humidifies air winter and summer.

Capacity: Evaporating capacity, 50,000 cu.ft.; filtering capacity, 15,000 cu.ft.

Description: Installed in first floor of home, discharges air through floor grill; air is taken from basement, passed through filter, then through a humidifier using hot water to facilitate evaporation; circulation produced by elastically-mounted motor driven fan; air is brought back to basement through return grill at far side of house.—*Electrical Merchandising*, October, 1932.



Lectric-Ice Refrigerator

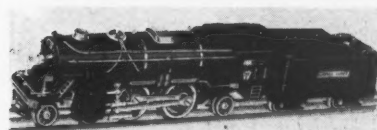
Uniflow, Mfg. Co., Erie, Pa.

Device: "Humiditrol" Lectrik-Ice refrigerator.

Capacities: Model 42-4½ cu.ft.; 105-10 cu.ft. 52-5½ cu.ft., 63-6½ cu.ft., 84-8 cu.ft.

Finish: 2 finishes: lacquer exterior, porcelain interior, or black trimmed porcelain exterior and porcelain interior.

Special Features: Automatic self-defrosting of coils at every cycle; maintains balanced humidity, reduces running time and operating cost the manufacturers claim; oversized compressor; ribbon-type shelves; rubber ice tray; back panel with buffet top; 8 pt. cold control; self contained unit.—*Electrical Merchandising*, October, 1932.



Lionel Toy Locomotive

The Lionel Corp., 15 E. 26th Street,
New York City

Device: No. 392E Steam type "Distant Control" locomotive and tender.

Description: Equipped with double pilot trucks, heavy trailer trucks, double action piston rods; concealed headlight contained within patented hinged boiler front; red and green pilot lights provide warning signals; illuminated number plate on boiler front; brass and copper trim; "Build-A-Loco" motor; No. 81 controlling rheostat which can be used at any distance from track to start, stop, slow down or reverse locomotive. Locomotive 16½ in. long 5 in. high; tender 8½ in. long, 5 in. high.

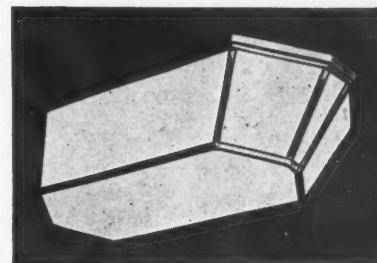
Price: \$35.—*Electrical Merchandising*, October, 1932.

Ponsell Floor Polisher

The Ponsell Floor Machine Co.,
220 W. 19th Street, New York City

Description: Weighs 13 lbs; consists of stiff bristle brush, buffer, waxer and 1 can of wax. Guaranteed for 1 year against defective parts.

Price: \$39.50 complete.—*Electrical Merchandising*, October, 1932.



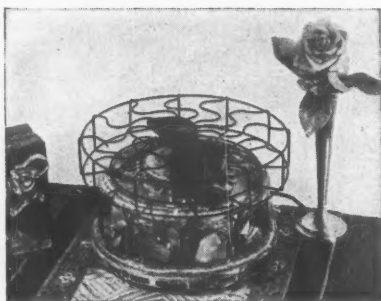
New Wakefield Units

The F. W. Wakefield Brass Co.,
Vermillion, Ohio

Description: "Domino" wall or ceiling interconnectible units in sets of 3 or more are adaptable to many modernistic lighting patterns; individual unit consists of 30½ x 11 in. plate, pointed at both ends with 2 duplex sockets; 6½ in. hinged, removable frame with a 9 piece globe of flashed opal glass. "Ivoryglow" reflector unit; a new urea-formaldehyde molding compound is used to form lighting reflector; suspends by bead chain from lamp bulb or socket adapter; ferrule on adapter limits lamp size on socket suspension to from 75 to 150 watt; lamp size on bulb suspension definitely limited to 150 watts. Bulb suspension unit weighs 9 oz.—*Electrical Merchandising*, October, 1932.



Review of NEW Products



Jefferson Ozonator

Jefferson Electric Co.,
Bellwood, Ill.

Device: Ozonator for artificial production and distribution of ozone for purifying, vitalizing and deodorizing offices, bedrooms, file rooms, phone booths, etc. Circulating fan distributes ozone; consumes no more current than a 25-watt lamp; slot in base for hanging; rubber padded feet; art-lacquer finish.

Price: \$15.—*Electrical Merchandising*, October, 1932.



Westinghouse Urn Sets

Westinghouse Electric & Mfg. Co.,
Mansfield, O.

Description: Models PS 324 and PS 314. China urn sets. Seven cup capacity; Spencer thermostat; Corex element; matching creamer and sugar; micarta tray; 400 watts; PS 324 equipped with noiseless valve.

Price: PS-324, \$27.50; PS-314, \$22.50.—*Electrical Merchandising*, October, 1932.

Bryant Range Receptacle

Device: Heavy duty triple polarity 3-wire range outlet receptacle; opening for 3/4 in. conduit; tube and connector clamp to protect and grip non-metallic cable where it passes through floor.—*Electrical Merchandising*, October, 1932.



Flashlight Screw Driver

Burgess Battery Co., Freeport, Ill.

Description: A flashlight built into a vulcanized rubber screw driver handle. **Price:** \$1.55 less batteries.—*Electrical Merchandising*, October, 1932.

GE Refrigerator

General Electric Co.,
Electric Refrigeration Dept.,
Hanna Bldg., Cleveland, O.

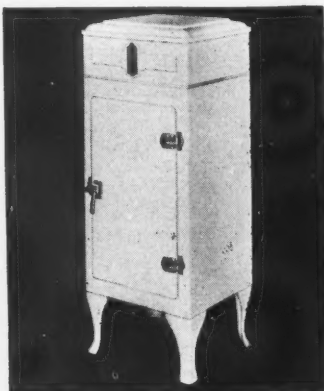
Device: GE Junior, Model E-5 flat top. **Capacity:** 5 cu.ft.; 9.5 sq.ft. shelf area; 2 ice trays—44 cubes.

Compressor: Removable, self contained GE Model CM-2, refrigerating unit; "Scotch Yoke" type compressor; 1/2 hp. GE capacitor motor.

Special Features: Stainless steel super-freezer chilling unit; automatic temperature control; "All Steel" cabinet; "Thermocraft" insulation; 3 bar-type shelves; 11 1/2 in. legs.

Finish: Porcelain interior, lacquer exterior.

Price: \$135.—*Electrical Merchandising*, October, 1932.

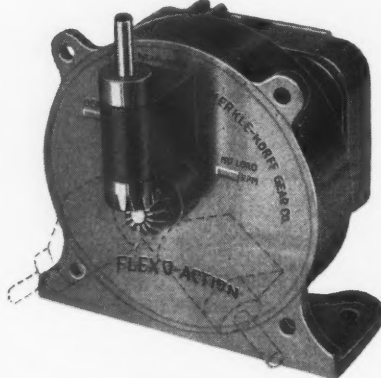


3-Thermometer Panel

United States Gauge Co.,
44 Beaver St., New York City

Device: Three thermometer panel designed to help refrigerator sales organizations and dealers sell refrigerators.

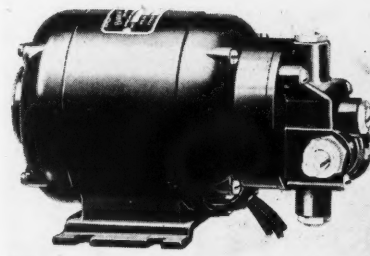
Description: The panel is placed on top of refrigerator, capillary tubes extending from the two dial type thermometers to the temperature responsive bulb are brought down into the refrigerator, and the door closed. In a few minutes, the manufacturer claims, the panel will indicate correctly the cabinet temperature, freezing compartment temperature and the room temperature.—*Electrical Merchandising*, October, 1932.



Power Reduction Unit

Merkle Korff Gear Co.,
213 N. Morgan St., Chicago, Ill.

Description: Compact gear housing, gears run in sealed-in grease; supplied in any speed from motor speed down to any speed required; clockwise or anti-clockwise rotation; horizontal or right angle drives; induction (shade pole type) or synchronous motor. 3 1/2 in. high; 3 1/2 in. wide; 2 1/2 in. deep.—*Electrical Merchandising*, October, 1932.

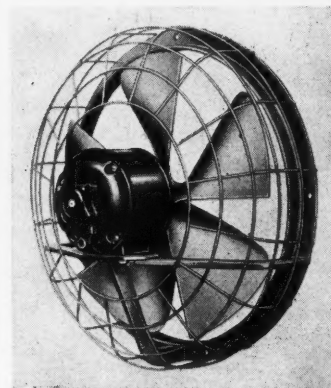


Bodine Motors

Bodine Electric Co.,
2264 W. Ohio St., Chicago, Ill.

Devices: NSY self starting single phase synchronous motor; NSI induction motor.

Description: Aluminum die cast 3-piece frames, black enamel finish; weighs 4 1/2 lbs.; shaded pole unidirectional or reversible units, 4 or 8 poles, available; worm gear speed reducers also available; NSY 1/75 and 1/150 hp. NSI, 1/50, 1/70, 1/100 and 1/150 hp.—*Electrical Merchandising*, October, 1932.



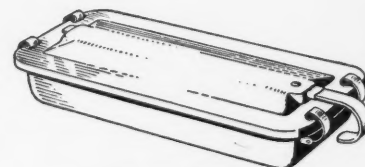
Wing-Scruplex Ventilating Fan

L. J. Wing Mfg. Co.

154 W. 14th Street, New York City

Device: Ventilating fan with safety guard.

Description: Cast aluminum, propeller shaped blades; moves air silently in straight cylindrical column; steel safety guard permanently welded to fan frame; especially adapted for use in stores, small offices and factories.—*Electrical Merchandising*, October, 1932.



Ray-O-Vac Cremefreezer

French Battery Co., Madison, Wis.
Device: Refrigerator accessory for making ice cream and other frozen desserts.

Description: Covered aluminum tray with a mixer device that shaves frozen crystals from sides and bottom of container by occasionally moving handle back and forth during freezing process; removable parts; sizes available to fit practically all refrigerators. **Price:** \$2.50.—*Electrical Merchandising*, October, 1932.

Electrical Merchandising, October, 1932

